VOGUE

Beauty Issue

10% REDUCTION DIET
How to take off pounds
How to keep them off

Whether to
DYE YOUR HAIR
– and how

10 NEW COIFFURES
for 10 new hats

MAKE-UP
new theory for 4 types

NOVEMBER 1, 1941
PRICE 35 CENTS
40 CENTS IN CANADA

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and so they were married—

AND LIVED HAPPILY EVER AFTER

The Trousseau Sheet of America

IT'S a truly American custom to send the bride and groom racing away in a shower of confetti and good wishes.

It's also an old and truly American custom for the bride to have Wamsutta sheets and pillowcases for her new home . . . contributing their beauty, fineness, and amazing strength to her pride and happiness as a housewife.

Incidentally, a December wedding makes it all the easier to drop a hint or two so that a stock of Wamsutta *Supercale** will certainly be included either among her Christmas gifts . . . or her wedding presents.

Send for a free copy of "A Guide for the Bride," showing all kinds and sizes of trousseau selections. Include 30 cents and we'll send you a special boudoir pillowcase, size 12" x 18", not sold in stores. Address: Department V-7.

WAMSUTTA MILLS — *Since 1846, The Finest of Cottons* — NEW BEDFORD, MASS.

100% AMERICAN COTTON MADE IN U.S.A.

WAMSUTTA *Supercale* **SHEETS**

* REG. U. S. PAT. OFF.

Ask to see the new "Springfield" and "The Three Weavers" blankets sponsored and distributed by Wamsutta

116-10.00

HOYNINGEN-HUENE

An Exquisite in Satin, blush pink flounced basque,
over a courtly evening skirt deep sapphire blue
A Ready-to-wear Original

ON THE PLAZA • NEW YORK
BERGDORF GOODMAN
5TH AVENUE AT 58TH STREET

LUMINOUS . . . LOVELY

Satinskins by McCallum & PROPPER

Enjoy the sheer luxury of silk in a stocking as exquisite to the touch as it is to the eye. SATINSKINS . . . with that luminous look . . . for party wear before and after six o'clock. In Petal for evening, and lovely Creole Colors of Old New Orleans. At the finest stores everywhere.

"You just know she wears them"

Vogue
November 1st, 1941

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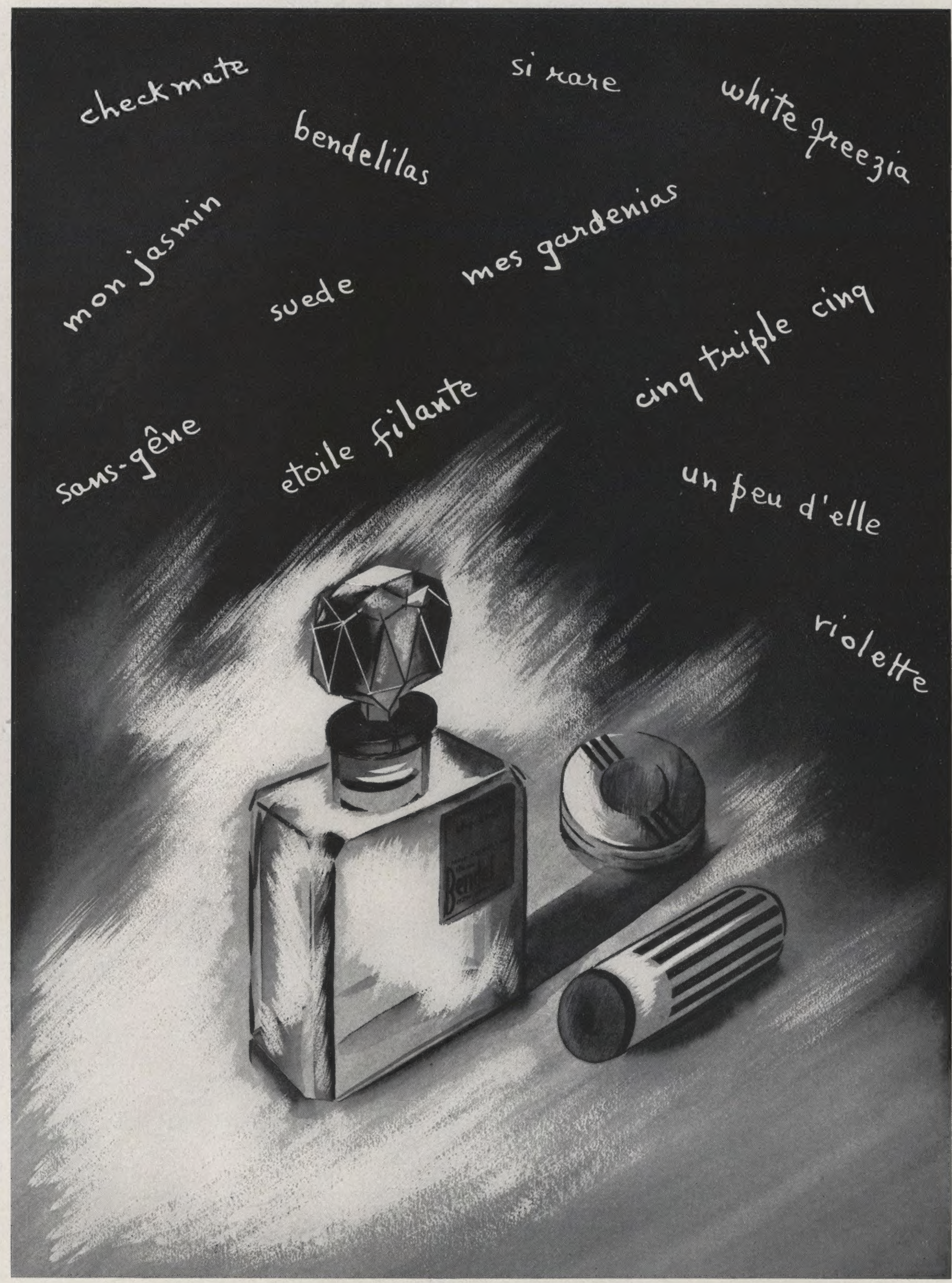


To give you the better things of life: Bendel Perfumes, Bath Preparations and Beauty Essentials. Twelve fragrances in Perfumes ... each individual, exclusive. An array of Bath Products . . . each a separate delight. And our Beauty Essentials ...the best that extensive research with the finest ingredients available can produce.

Available in quality stores throughout the country. Booklet, upon request.

Henri Bendel
10 WEST 57
NEW YORK

Toni Frissell

Fashion into Fun

BY L'Aiglon

They're just naturally right, these L'Aiglons, so simple and easy-going. Both are tailored in exclusive Zanzibar — 80% spun rayon, 20% wool. Left: SUNNY — the new long-length jacket in a dressmaker two piece suit. Beige, green, cocoa, blue. 12 to 20. Right: JILL — beautifully tailored coat dress, utterly unadorned save for a smattering of trapunto embroidery around the pockets. Blue, beige, green, cocoa, violet. 14 to 44, $8.95. For name of nearest L'Aiglon store write to Biberman Bros., Inc. 1350 Broadway, New York.

116-18.95

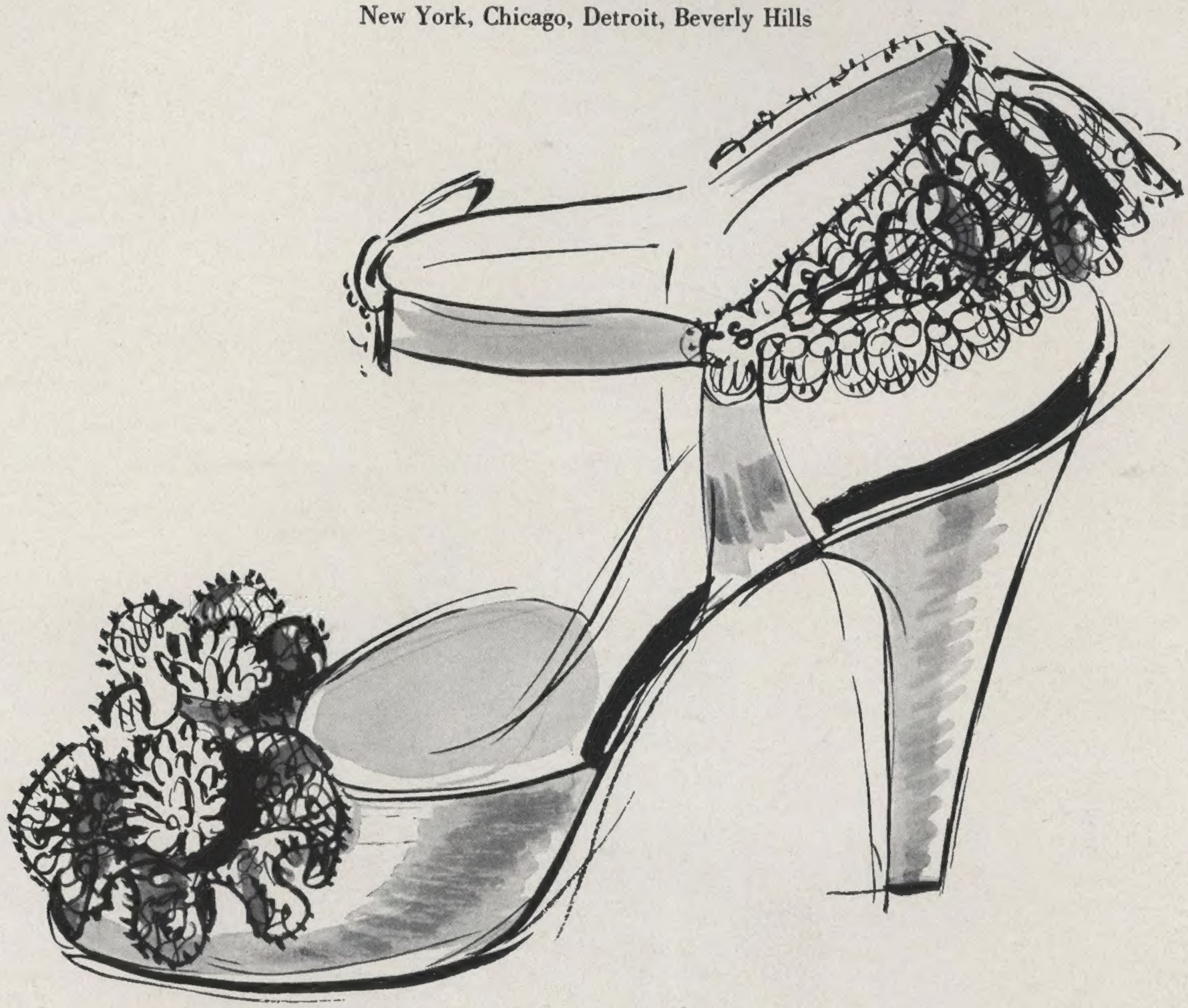
SAKS FIFTH AVENUE

Saks-Different:

the Senhora Sandal

fashioned for us *by La Valle*

— super-feminine; magnificently gaudy
in the fiery manner of the great Flamenco dancers.
Man-halting (as you'll discover)
in its effect on the stag line.
Black lace on red, yellow, black, purple, or white satin. **18.95**
Exclusive with Saks Fifth Avenue in
New York, Chicago, Detroit, Beverly Hills



"Bond Street"

symbol of sovereign grace . . . a noble perfume brilliantly endowed with grace and majesty evoking precious memories. . . . At once courtly and provocative, with infinite distinction and with a flair for perfect moments.

"Bond Street" Perfume may be purchased in the original wrappings only, at Yardley, 620 Fifth Avenue, New York, and at all finer shops. . . . $2.50, $4.50, $8.50, $13.50.

YARDLEY PRODUCTS FOR AMERICA ARE CREATED IN ENGLAND AND FINISHED IN THE U. S. A. FROM THE ORIGINAL ENGLISH FORMULAE, COMBINING IMPORTED AND DOMESTIC INGREDIENTS

A Perfume by Yardley

For your leisure hours...

Exquisite and rare handmade Belgium lace enriches one of our loveliest tea gowns. Black noncrushable velvet. $39.95.

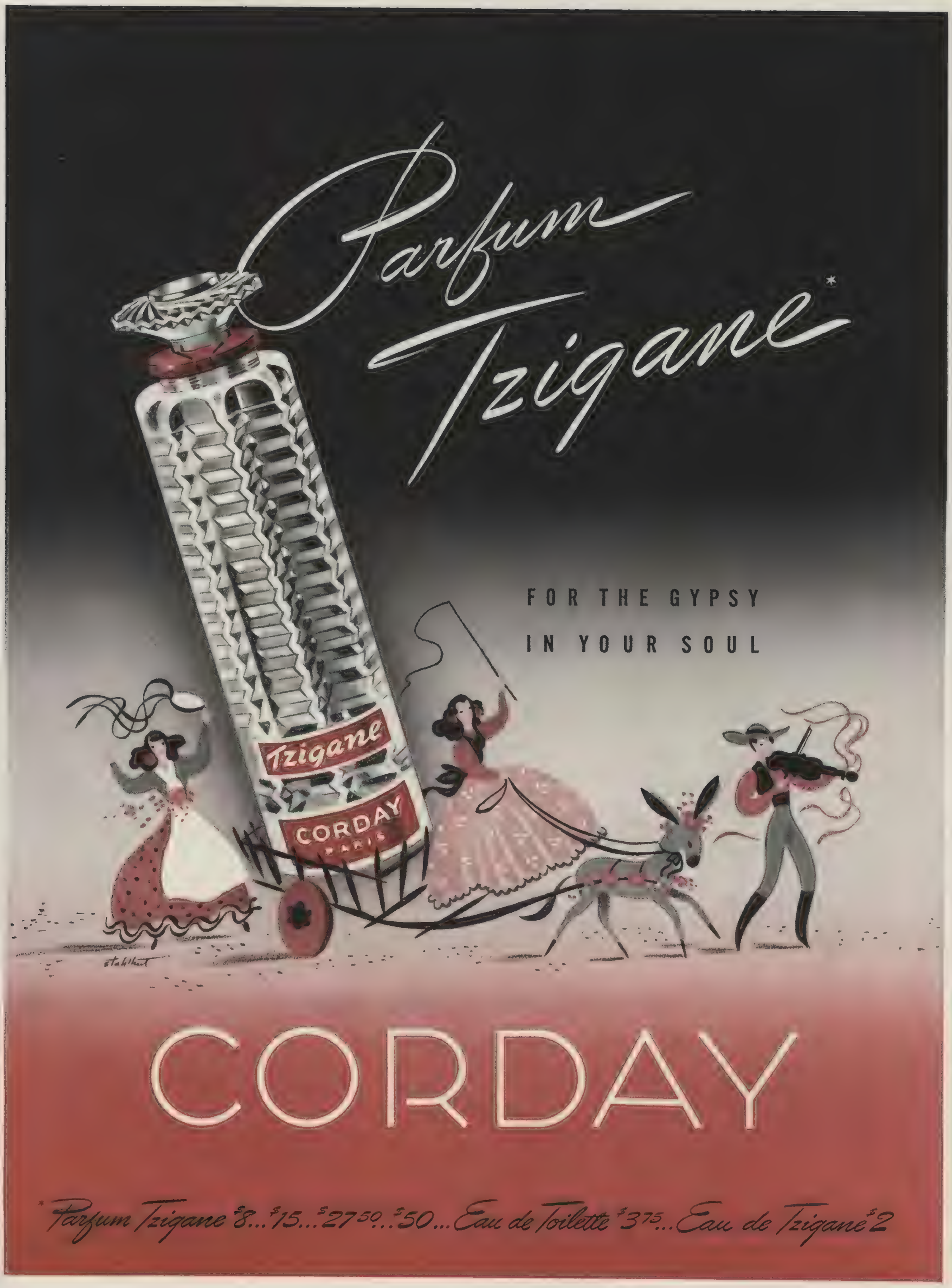
Only a limited number are available because of the scarcity of the fine imported lace.

I. MAGNIN & CO.
CALIFORNIA – SEATTLE

MOMENT
SUPRÊME
Jean Patou
SUCH STUFF AS DREAMS ARE MADE ON

George Platt Lynes

Ravishingly 'femme fatale'—this black silk sheath with its wickedly slashed skirt; long, extravagant sleeves of baroque pink sequins. $235. Sequinned gauntlets, shoes and stockings, too. Designed by Traina-Norell; in our new 28 Shop.


Parfum
Tzigane*
FOR THE GYPSY
IN YOUR SOUL
Tzigane
CORDAY
PARIS
CORDAY
*Parfum Tzigane $8...$15...$27.50...$50...Eau de Toilette $3.75...Eau de Tzigane $2

Newton Elkin INTRODUCES NET EVENING SHOES

IN VINYON* THE NEW PLASTIC

VINYON NET IS FASHION NEWS! Feather-light ...each shoe weighs about four ounces. Crisp in texture, firm of weave...Vinyon net is so light and dainty you'll never believe how strong it is! See these exquisite new shoes at the stores listed, and at other leading stores across the country.

*T.M. — C. & C.C.C.

Lord & Taylor, New York City • *Bonwit Teller & Co., Philadelphia, Pa.* • *Marshall Field & Co., Chicago, Ill.*

AMERICAN VISCOSE CORPORATION *Producers of Vinyon yarn*

TAILSPIN PERFUME

LUCIEN

LE LONG

GIRLS WHO WANT "That New York Look"

wear dresses with this label

In the Cozy Lounge of beautiful Echo Lake Country Club, Virginia in her dream dress . . . with frothy pink tulle skirt and contrasting velveteen basque bodice . . . takes time from dancing to sip a coke with the crowd.

Virginia, in the midst of a lot of good humor, is the center of attraction in one of her new classroom wools . . . a jumper-top jersey dress in blue and brown edged in saddle stitching. "Ice cream seems to taste better when you feel well-dressed."

Virginia Mulford, typical high-school girl, of Westfield, N. J., plans her wardrobe around New York Creations

IF you are a high-school girl and like lots of fun . . . pretty dresses go a long way to help in your popularity campaign.

Virginia has discovered this . . . and she has discovered how to do it. "Like most girls in my crowd, I have a clothes allowance—so much every month . . . and it isn't *so* much, either! When Dad first started it, I thought it was smart to buy one dress every allowance day. I soon found that didn't work. Now I've switched to the wardrobe system and it's *wonderful!* Now I always have the Right dress for the Right occasion."

Virginia's plan can be adopted by every girl. At the beginning of a season, she figures out a wardrobe of the dresses she'll need most. Then, she buys according to her plan, getting dresses that will go with things she has. "This way I can buy wisely and co-ordinate colors—and best of all," says Virginia, "*this way* I always have the *latest* fashions because I only buy dresses with the New York Creation Label."

The *latest* dresses from New York—*where the New begins*—all bear this label. For fashion rightness, insist on dresses with this hallmark of the world's fashion capital. NEW YORK DRESS INSTITUTE, 1450 BROADWAY, NEW YORK.

Dressing Informally for the monthly Hi-Y Club dance, Virginia's young sister, Mary Lane, admires every detail of her sister's gold-toned peplum crepe dress with matching Cluny lace and shoulder inserts.

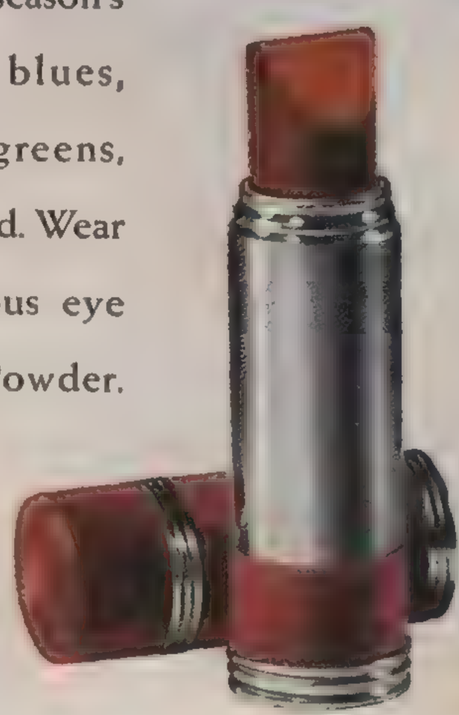
Football Practice is important to girls in Westfield—looking well at games is important, too! Virginia's favorite dress for Saturday football is a long-torsoed beige wool with bright peasant bandings accenting the new dropped shoulder.

In the Teen-Age Department of her favorite store, Our Young High Schooler, wearing a bright green wool with popular dirndl skirt, double checks her wardrobe purchases by the New York Creation Label.

Attention! Red

Irresistible fire for your lips! A true red lipstick that stays on! Keyed to the season's new military colors: Airforce blues, West Point grays, Camouflage greens, Sam Browne browns, insignia of gold. Wear it with its matching rouge, lustrous eye make-up, softly blended Margo Powder.

MARY MARTIN, Star of Paramount's Production, "NEW YORK TOWN"



THIS YEAR'S DISTINGUISHED SERVICE COLORS

Elmo

Elmo Beauty ammunition for Autumn includes Lipstick 1.00 . . . Dry Rouge .50 . . . Matching shades of Eye Shadow 1.00, Creme Rouge 1.00 . . . Margo Face Powder 1.00 . . . and Ralo (foundation) Lotion 1.10. All Elmo Lipsticks have a special Climatized* ingredient.

An ELMO Original
Philadelphia • San Francisco

*Reg. U. S. Pat. Off.

*A light-footed secret**

STRETCHABLE GABARDINE IN *Naturalizer* SHOES

* *A new treatment of gabardine fabric which makes these dainty shoes delightfully cool and "breathable"*

LILAC—has a feminine flipped-over trim of faille.

NARDA—high-throated gabardine, latticed with patent.

LAURETTE—down with the heel, up with the style.

LENOX—black gabardine with distinctive bow and modest heel.

SONIA—open-toe spectator of brown gabardine.

CLARION—stitched patent across opened-up front.

Six Seventy-Five

SLIGHTLY HIGHER DENVER WEST

DON'T SPEND YOUR LIFE TWO FEET FROM HAPPINESS

The smart "dress-up" shoe takes a new turn in these midseason gabardines by Naturalizer. Brilliantly styled for the festive days ahead, they are deliberately easy-to-wear. The stretchable fabric has a new "breathing" quality, clings closely and gives gracefully. The heel heights are varied. You'll find your favorite is among them. For a final triumph of luxurious ease, these shoes have Naturalizer's famous moulded-to-the-foot fit . . . with *no slip—no gap—no pinch.*

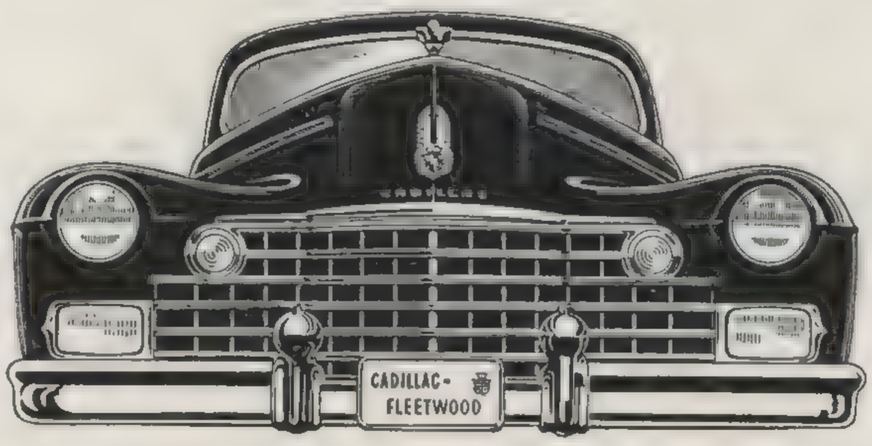
See them at your Naturalizer store, or write for the name of the Naturalizer dealer near by. BLUE RIBBON SHOEMAKERS, Division of Brown Shoe Company, Manufacturers, St. Louis.

Cadillac *Fleetwood*

presents

AMERICA'S MOST DISTINGUISHED MOTOR CARS

TRUE TO A LONG TRADITION



The obvious beauty of the new Cadillac-Fleetwoods accurately reflects their basic excellence. As they have been since 1902, Cadillac motor cars are again Standard of the World for design, craftsmanship and quality.

FOR NEARLY four decades those who want only the finest have looked to Cadillac for the ultimate in motor cars. And they have never looked in vain. Cadillac engineers and Fleetwood artisans, year after year, set patterns which manufacturers and motorists alike accept as the last word in luxury, comfort, performance and safety. They do so again, today—with the presentation of a longer and more spacious Sixty Special and an even more luxurious Seventy-Five. A ride will establish beyond question that these cars are as close to perfection as the automobile has come.

40*th* YEAR OF FINE CAR BUILDING ★ 3*rd* YEAR OF DEFENSE PRODUCTION

"Tiers"—says Carolyn*

Two Interpretations in "1942", a BELDING Rayon Crepe woven with Celanese yarn

Don't dream of going through the winter without a tiered skirt, pleads Carolyn. It's the way to a small waist . . . to a lean and delicate figure. Two, here, in "1942" a new rayon crepe, by Belding Hemingway, woven with Celanese yarn. Left, trio of tiers, and two fringe tassels. Right, flutter of tiers, plus shoulder tucking. 10 to 20. $22.95

Carolyn Modes are sold exclusively in New York by **ARNOLD CONSTABLE & CO.,** *in Chicago by* **MANDEL BROTHERS,** *in Cincinnati by* **MABLEY & CAREW.**

Carolyn Modes are sold exclusively in the following cities by the following stores:

Atlanta, Ga. ..... Rich's
Augusta, Ga. ..... Saxon Cullum Co.
Austin, Texas ..... E. M. Scarbrough & Sons
Albany, Ga. ..... Rosenberg Bros.
Alexandria, La. ..... Wellan's
Allentown, Pa. ..... H. Leh & Co.
Asheville, N. C. ..... Bon Marche, Inc.
Baton Rouge, La. ..... Dalton Co.
Birmingham, Ala. ..... Burger-Phillips
Boise, Idaho ..... The Mode, Ltd.
Bozeman, Mont. ..... Riddle's
Bristol, Tenn. ..... H. P. King Co.
Buffalo, N. Y. ..... Adam, Meldrum & Anderson Co.
Carthage, Mo. ..... Ramsay Bros. D. G. Co.
Charleston, W. Va. ..... The Diamond
Chicago, Ill. ..... Mandel Brothers
Cincinnati, Ohio ..... Mabley & Carew
Clarksburg, W. Va. ..... Watts, Sartor & Lear Co.
Colorado Springs, Colo. ..... Kaufman's
Columbia, S. C. ..... Kohn's
Columbus, Ga. ..... J. A. Kirven Co.
Columbus, Ohio ..... The Fashion Co.
Dallas, Texas ..... A. Harris & Co.
Danville, Ill. ..... Meis Bros.
Danville, Va. ..... L. Herman
Elgin, Ill. ..... Joseph Spiess Co.
Elmira, N. Y. ..... Rosenbaum's
El Paso, Texas ..... Popular D. G. Co.
Fairmont, W. Va. ..... Hartley's
Fort Smith, Ark. ..... Arcade Dept. Store
Fort Worth, Texas ..... Monnig's
Great Falls, Mont. ..... Paris Fligman Co.
Greensburg, Pa. ..... Bon-Ton
Gulfport, Miss. ..... Geo. E. Northrop Co.
Hamilton, Ohio ..... Robinson-Schwenn
Hartford, Conn. ..... Siegel's Shop
Helena, Mont. ..... Fligelman's
Hilo, Hawaii ..... E. N. Holmes, Ltd.
Houston, Texas ..... Foley Bros.
Jackson, Miss. ..... R. E. Kennington Co.
Jacksonville, Fla. ..... Cohen Brothers
Johnson City, Tenn. ..... King's
Joplin, Mo. ..... Ramsay D. G. Co.
Knoxville, Tenn. ..... S. H. George & Sons
Lansing, Mich. ..... J. W. Knapp Co.
Lexington, Ky. ..... B. B. Smith Co.
Lima, Ohio ..... R. T. Gregg Co.
Little Rock, Ark. ..... Pfeifers
Lynchburg, Va. ..... D. Moses & Co.
Macon, Ga. ..... Jos. N. Neel Co.
Manitowoc, Wis. ..... Schuette Bros.
Martinsburg, W. Va. ..... M. Cohen & Sons
Memphis, Tenn. ..... J. Goldsmith & Sons Co.
Middletown, Ohio ..... The John Ross Co.
Mobile, Ala. ..... Hammel D. G. Co.
Mt. Vernon, Ohio ..... J. S. Ringwalt Co.
New Kensington, Pa. ..... Silverman's
New Orleans, La. ..... Maison Maurice
New York, N. Y. ..... Arnold Constable
Norfolk, Va. ..... Ames & Brownley, Inc.
Oklahoma City, Okla. ..... Brown's
Philadelphia, Pa. ..... Gimbel's
Phoenix, Ariz. ..... Korricks'
Pittsburgh, Pa. ..... Grastenfield Co.
Portsmouth, Ohio ..... Marting Bros. Co.
Richmond, Va. ..... Greentree's
Roanoke, Va. ..... Smartwear-Irving Saks, Inc.
Sacramento, Calif. ..... Hale Bros.
Salt Lake City, Utah ..... Auerbach Co.
San Francisco, Calif. ..... Hale Bros.
San Jose, Calif. ..... Hale Bros.
Savannah, Ga. ..... Leopold Adler
Seattle, Wash. ..... Best's Apparel, Inc.
Sheridan, Wyo. ..... Baertsch's
Shreveport, La. ..... Rubenstein Bros.
Spartanburg, S. C. ..... Aug. W. Smith Co.
Syracuse, N. Y. ..... C. E. Chappell & Sons
Tallahassee, Fla. ..... Louis Steyerman & Son
Tampa, Fla. ..... O. Falk's
Thomasville, Ga. ..... Steyerman's Style Shop
Trenton, N. J. ..... Yards
Tulsa, Okla. ..... Brown-Dunkin D. G. Co.
Uniontown, Pa. ..... Wright-Metzler Co.
Utica, N. Y. ..... D. Price & Co.
Washington, D. C. ..... The Hecht Co.
Wichita, Kan. ..... Rorabaugh-Buck D. G. Co.
Williamsport, Pa. ..... Brozman's
Wilmington, Del. ..... Kennard-Pyle
York, Pa. ..... P. Weist's Sons

For the name of the store in your city, write National Modes, 128 W. 31st St., New York City.

*Reg. U. S. Pat. Off.

For Silks

MARTHA WEATHERED'S smart customers are devoted to this pure-silk blouse—a triumph of tailoring. "It Luxes beautifully," says this famous shop. "New, quick Lux is so gentle we advise it for anything safe in water."

Leading Chicago Stores like smart stores from coast to coast advise New Quick Lux

For Rayons

CARSON PIRIE SCOTT & CO. has this gay quilted robe sprinkled with rosebuds. "Rayons, like all fine washables, keep their bloom longer with gentle Lux care," they tell you. "It's so kind to colors."

For Cottons

MANDEL BROTHERS advise Lux for this dashing "middy-topped" corduroy slack suit—for all fine cottons. "It's such safe care, and a smart economy," says this leading store.

IN Chicago's smart specialty shops—at famous State Street stores—you hear this sage advice: "We recommend new, quick Lux for all fine washables. It suds so *fast* in water *as cool as your hand* . . . is so *safe* for all washables."

Lux is thrifty, too. Even in hard water it gives *more* suds (ounce for ounce) than any of 10 popular soaps tested. Keeps nice things lovely longer!

More makers of fine washables advise New Quick LUX than advise all other soaps put together

New Quick LUX

In the same familiar box—at no extra cost!

BE COMFORTABLY FITTED BY "LASTEX" YARN

with a shoe moulded to your one and only foot

CHARADE
Style *A15722*,
black and
brown suede

MINGO
Style *A15721*,
black and
brown suede

BE SUAVE IN SHOES BY FASHION PLATE

with the smart new interlacing braid trim

$8.95 up

Slightly Higher Denver and West

TOP FLIGHT
Style *A15855*,
black and
brown gabardine

There's a new long-torso line in shoes this season. There are new little touches of dressmaker distinction. There are new ways of utilizing shoe materials to make your foot look smarter and smaller. You'll find them all in these new Fashion Plates, plus the heavenly comfort that "Lastex" yarn† has made possible in fashionable footwear. You won't be tempted to slip these shoes off when you're in the movies. They'll keep you youthfully on your toes all day. They'll make friends with every mood and tense of your foot. See these and other shoes by the same makers, made with "Lastex" yarn, at leading stores everywhere. Or write to Johnson-Stephens & Shinkle Shoe Co., St. Louis, Mo., for the name of a store in your vicinity.

Fashion Plate*

Fashion Plate Shoes are made exclusively by Johnson-Stephens & Shinkle Shoe Company, St. Louis, Mo., also makers of "Rhythm Step" and "Fashionette" Shoes. Recognized style leaders for over 26 years.

*REG. U. S. PAT. OFF.
JOHNSON-STEPHENS & SHINKLE SHOE CO.
†BY THE VAMOS PROCESS

Lastex... THE MIRACLE YARN THAT MAKES THINGS FIT
REG. U. S. PAT. OFF.

An elastic yarn manufactured exclusively by United States Rubber Company,
makers of "Laton" yarn, 1230 Sixth Avenue, Rockefeller Center, New York City

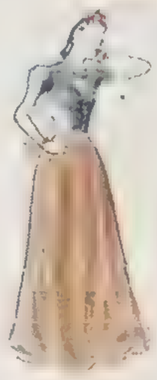
"It's Dorothy Gray Dry-Skin Cleanser that makes my skin look smooth, childishly clean!"

The most luscious cleansing cream imaginable—actually a cleanser and emollient in one! The vegetable oils in Dorothy Gray Dry-Skin Cleanser are *double-beaten* for extra-thorough cleansing—*plus softening*. Smooth it all over your face and neck... wipe away stale make-up, dust, bits of flaky-dry skin. Dry-Skin Cleanser (formerly Cream 683) leaves your skin radiantly clean . . . with a *softer, smoother* feeling. $1, $2, $3.50.

"Plus stimulating with Dorothy Gray Orange Flower Skin Lotion"

After cleansing, tone up the glowing look of your skin by patting with Dorothy Gray Orange Flower Skin Lotion. Slap it on with cotton and briskly pat, pat, pat. Notice how quickly it removes every trace of cream... how it leaves your complexion looking sparkling-fresh! Orange Flower Skin Lotion is fragrant, mild, not a bit drying. 85¢, $1.75, $3.25.

"And lubricating with Dorothy Gray Special Dry-Skin Mixture"



Wonderfully helpful for keeping dry skin looking youthfully pliant. Its rich emollient ingredients specially blended for easing away dry flakiness, softening that weathered, weary look. Soon your complexion looks softer, feels infinitely more supple! Special Dry-Skin Mixture, $2.25, $5, $8.

These and many other exquisite Dorothy Gray preparations on sale at important department and drug stores

DOROTHY GRAY

American design of Beauty

Copyright, 1941, by Dorothy Gray, Ltd.

A REVELATION OF BEAUTY CREATED BY SYMPHONIC STYLING

The same woman, before and after Symphonic Styling! These are natural, unretouched color photographs of her hair. Think what such a striking change can mean *to you.*

HOW "OLD" IS *Your Hair?*

See how Symphonic Styling correlates the basic beauty factors to glorify your personality!

DO you *dare* to be beautiful? Time issues that sharp challenge to women every day, as its heavy hand dulls the hair glory of even teen-age girls.

But now, Symphonic Styling helps women of *any* and *every* age accept the challenge . . . helps overcome the drabness that makes hair just miss the lovely color it used to be . . . *or could be.* For Symphonic Styling corrects color defects in the hair; blends your *proper* hair color with your eyes, complexion and make-up. The difference in shade may be so slight no one would dream the hair had been tinted. But the *true color tone . . . the softly gleaming, youthful looking hair* will show the world of difference sensible hair coloring can make.

Your coiffure is then sculptured to harmonize with your facial contour . . . and the basic beauty factors of hair color; hair sculpture and make-up, are correlated to make the most of your natural charm!

Today, go to your ZOTOS Beauty Salon. Ask your Zotos operator to show you how Symphonic Styling can bring out your greatest beauty. First your own hair color is glorified, or changed to a glamorous new shade . . . immediately with INECTO* or LOXOL High Speed*; or gradually with LOXOL Glamor*. Then a new coiffure is created to harmonize with your facial contour, based on ZOTOS—the loveliest of permanent waves. Finally MARINELLO make-up is deftly applied. When you look in the mirror it reveals a new loveliness—the beauty of Symphonic Styling.

If you do not know your nearest ZOTOS Beauty Salon, write to Symphonic Styling, Dept. 15, 730 Fifth Avenue, N. Y. C., for address and interesting literature.

ZOTOS...THE ULTIMATE PERMANENT WAVE
Your hair is first expertly judged, then treated with the proper *Zotion* to "condition" it for ZOTOS waving. Your lovely ZOTOS wave looks *natural,* pliable, silken and smooth...for all occasions.

YOUR COLORING CAN BE "SYMPHONIZED"
Whatever your skin or hair color, a Symphonic Stylist at your Zotos Beauty Salon can create, with INECTO* or LOXOL* . . .the *natural-looking* shade to give you your smartly vitalized "new personality".

*Caution: Use only as directed on label.

Symphonic Styling

GO TO YOUR BEAUTY SALON TODAY!

ZOTOS · INECTO* · LOXOL* · MARINELLO · AT REGISTERED ZOTOS BEAUTY SHOPS

Eisenberg & Sons

ORIGINAL

ORIGINALS in the Eisenberg manner. One of those sleekly draped dresses frosted with lace . . . and some of those wonderful pieces of "Eisenberg Ice." Collectors' pieces now in emerald, ruby or crystal white. Now set in golden metal . . . for dark dress drama or fur coat elegance.

A link bracelet with princely clasp, ***$12.***
Square-cut "headlight" ring (in crystal only), ***$8.***
Earrings, ***$3.*** *King's ransom pin for furs,* ***$13.50.***
With Eisenberg Original *imprinted on the back of each piece . . . and sold, like Eisenberg dresses, at only one leading store in each city.*
Prices subject to Federal Excise Tax.

EISENBERG & SONS, Inc., Merchandise Mart, Chicago

TURKEY...

we're going to serve you right!

Momentous . . . your first family dinner of ceremony!

Under the indulgent eyes of your own, and the observant eyes

of your new family, score a triumph with sterling silver.

Gorham Sterling gives you that lovely *right* feeling

about your table . . . adds to your poise . . .

shows that you *know* how things are done.

Consult your jeweler on your next shopping trip.

Choose among Gorham's thirty active patterns.

Probably it will surprise you to learn that the average price

per place-setting of six pieces, serving

a four-course dinner, is only $18.50*

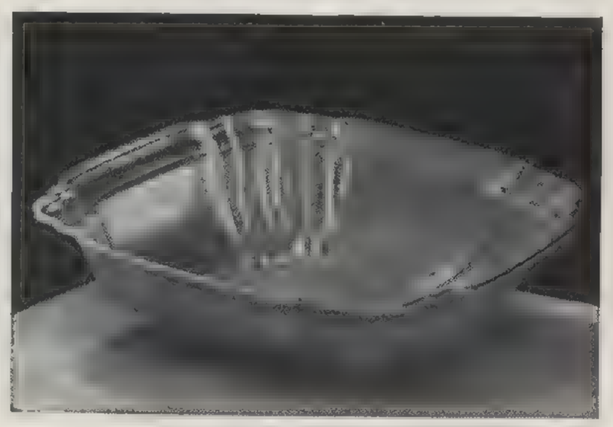
and that you can match-and-add forever.

Gorham has patterns for every period, taste and purse . . .

and hollow-ware to match or harmonize with all.

Order now, to be sure to have your service in time for Thanksgiving.

THE GORHAM COMPANY, PROVIDENCE, R. I.



Berry bowl of many uses . . . 2½" deep; extreme diameter, 10¼", $28.50.
Complete your Gorham-set table with sterling candlesticks. 4" tall, gadroon border, $10.00 pair.
Coffee for your guests from this classic, simple service . . . the Kensington.
Three pieces, $130. Separately: Coffee pot, 1⅝ pints, 9¼" high;
wooden or silver handle, $88. Sugar bowl, $15. Creamer, 5/16 pint, $27.00.
Kensington tray to match, 10" well, extreme diameter, 12", $45.00.

**All prices include Federal Tax.*

Above (top to bottom): GREENBRIER, KING EDWARD, NOCTURNE, CHANTILLY, FAIRFAX, ETRUSCAN, BUTTERCUP, OLD FRENCH, STRASBOURG, DOLLY MADISON, KING ALBERT

Above (left to right): LYRIC, *the new* SOVEREIGN, ENGLISH GADROON

GORHAM

America's Leading Silversmiths Since 1831

Sterling

The Gorham Company, Dept. V-99,
Providence, R. I.

Please send me one copy of your booklet, "ENTERTAINING . . . *the STERLING way;*" with special guidance for serving in the small house with scant maid service. I enclose ten cents.

Name.....

Street.....

City..... State.....

coming next,
in
November 15
VOGUE

THE HOUSE OF

VANDERBILT

60 YEARS OF NEW YORK SOCIETY

Here is the brilliant chronicle of six decades of New York society which pivoted around the Vanderbilt family in their brownstone mansion on Fifth Avenue, set down as only the nimble wit and pen of Frank Crowninshield could write it. 22 pages of delightful reading . . . drawing a profile of the Vanderbilt men and women who dominated the Romantic Era from the 1880's to the 1940's. Glimpses, too, of their wide circle of interesting acquaintances. Eight pages of the gracious interiors of Vanderbilt House, brought to you in full-colour photographs taken by Vogue's inimitable camera.

OTHER FEATURES

1941 Differences in your After-Dark Clothes

Ski Classics • Travel Changes

New gala-clothes for a new season of night-spotting. Fashions for dancing...parties...theatre...the opera. Fashions to give glamour to your evenings, big or little. Fashions for skiing. Fashions for travel.

NOVEMBER 15 **VOGUE** On Sale November 11

Perfume Provocative

Chantilly . . . a new fragrance created by the House of Houbigant. Subtle as a lovely woman's smile and just as unforgettable.

579 Gala Gifts

HAND-PICKED FOR YOU IN

DECEMBER HOUSE & GARDEN

THE easiest way to do your Christmas shopping, this year, is to sit ensconced in a comfortable chair with a copy of December House & Garden. One entire section of this festive Double Number is packed with 579 bright new ideas on gifts . . . decorations for the house and the tree . . . sparkling gift wrappings. Here, you'll find an inspired answer to all your Christmas queries. You'll see . . .

Special Gifts for Very Special People

Gifts for the man in the Army, the Navy, or the Air Force (House & Garden scouts made a check-up, and we have it on official authority that these gifts will be *used.*) Gifts, too, for civilians . . . Gifts for the women in your life . . . Gifts for Mother, Father, Aunt Matilda . . . Gifts for cousins, nieces, and nephews . . . Educational toys for the children (much more fun than the stuffed animal variety).

All the Trimmings for Christmas at Home

No need to be in a quandary over how to trim the tree—how to make the table a beautiful background for Christmas dinner—how to wrap your gifts in glamour. Turn to December House & Garden for scores of never-seen-before ideas, and decide which are best suited to your own plans for the Yuletide.

Avenue of Gift Ideas for the Home

December House & Garden brings you a gallery of beautiful and original gifts for the home. Selected by House & Garden's staff of shopping experts, they're on sale in leading stores throughout the country. You'll find gifts for every room . . . for every period in decoration . . . for every taste and pocketbook—many of them photographed in color.

A Separate Section in December House & Garden

NOTED NEW YORKERS AT HOME

December House & Garden shows you three smart New York apartments—décors designed as backgrounds for the personalities of three well-known artists. In addition, this separate section brings you a wealth of practical advice on such diverse subjects as remodeling, decorating, and the care of Christmas flowers.

HOUSE & GARDEN December Double Number • On Sale Nov. 25th

Dear Girls—
no cold shoulder
after Christmas—
you'll have long sleeved
nightties by Yolande
Yours,
Santa
Yolande
HANDMADES . . In pure silk
At better stores everywhere

Pan-Cake Make-Up

...it does everything you've always wanted make-up to do! What more could you ask of your make-up than... *to create a lovely new complexion... to help hide tiny complexion faults... to stay on for hours without re-powdering.* All this Pan-Cake Make-Up will do for you. It's a find as a time-saver, too—it's so easy and quick to use. Originated by *Max Factor Hollywood* for Technicolor pictures, Pan-Cake Make-Up is today's popular fashion.

★ *It creates a lovely new complexion*

★ *It helps conceal tiny complexion faults*

★ *It stays on for hours without re-powdering*

Max Factor ★ Hollywood

Legs are young— in QUAKER STOCKINGS*

This year, especially, a gift of Quaker nylon or Quaker silk stockings is flattering evidence of a desire to tender only the best.

QUAKER LACE COMPANY, Hosiery Division

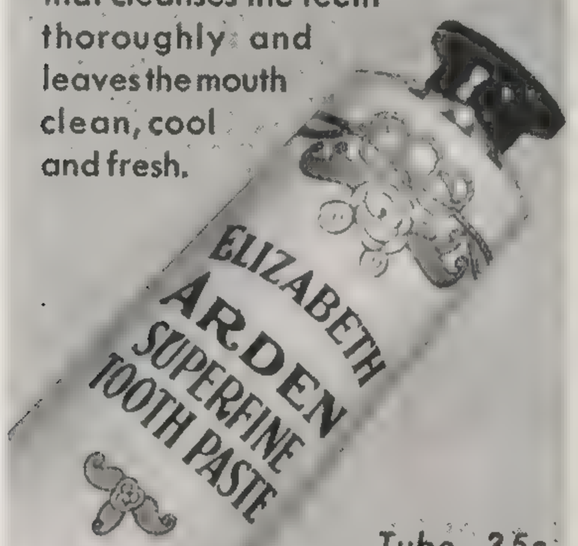
330 FIFTH AVENUE, N. Y.

*Reg. U. S. Pat. Off.

Elizabeth

Superfine Tooth Paste

A famous French formula that cleanses the teeth thoroughly and leaves the mouth clean, cool and fresh.



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Beaulieu Vineyard

WINES

Transplanted from celebrated European vineyards...not only the art of fine wine-making...but the vines themselves...to produce pedigreed wines comparable to Europe's choicest. The many high awards won by B. V. Wines since 1900 reflect their acclaim by connoisseurs. Available at better places everywhere.

BEAULIEU VINEYARD
Rutherford, Napa County
California

GOURMET'S GUIDE

selected restaurants in and out of town

A new place to lunch or dine? A place you may have forgotten? A place to do your friends proud? Vogue tells you about them all in these columns

The piebald horse

The little Cheval Pie, at 145 East Forty-Fifth Street, is a place where you eat well and not too expensively. This is a cosy spot, decorated to look like a cellar. The staff is French, and while *Madame* tends the bar, her husband, *Monsieur le patron*, works as chef in the kitchen.

Though the Cheval is pretty much abuzz at lunch time, it's quiet and restful in the evenings—a solution to those dine-and-see-a-movie moods. Your dinner check probably won't go over the $2.50 mark.

Town and country

Tucked away at 47 East Forty-Ninth Street is a little restaurant called the Drury Lane. The specialty here is American regional cooking, approached from both the town and country angle. All raw materials are imported from the most authentic sources. Hams are bought in Kentucky and Tennessee, as well as in Virginia. Scrapple comes from Bucks County, sausages from Rhode Island. And the cheeses come from New Hampshire and Vermont, as well as from Wisconsin. Incidentally, if you've never tried Vermont sage cheese be sure to sample it here—it tastes like a mild Roquefort, spiced with plenty of sage.

NEW YORK CITY

RESTAURANTS—DINING

DIVAN PARISIEN
17 East 45th St.
Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad.
Luncheon and Dinner
Finest vintage wines, and liquors
Air Conditioning MUrray Hill 2-9223

RESTAURANT MARGUERY
270 Park Avenue WI 2-8494
High class French Cuisine
Most popular cocktail hour

JANE DAVIES'
145 West 55th St.
Luncheon 55c, 65c, 75c — Vintage Wines — Dinner $1. and $1.25

ALEXANDRA RESTAURANT—8 East 49th Street. Champagne cocktail dinner $1.10 & $1.50. Daily 5 to 8:30 P.M. Sunday dinners—noon to 8:30 P.M. The most talked about dining place in New York.

CRILLON—277 Park Ave. (116 E. 48th St.) Famous for cuisine and cellar. Luncheon $1.15—Dinner from $1.75—Main Dining Room. In Cafe, Luncheon 95c—Dinner $1.25. Year 'Round air-conditioning.

THE CAVIAR—18 East 49th Street. Cuisine par excellence. Carefully selected cellar. Quiet, dignified atmosphere. Luncheon from 90c. Dinner from $1.50. Cocktail Hour. Air Conditioned. ELdorado 5-8998.

CAFE TROUVILLE
112 East 52nd St.
Open for luncheon, cocktail hour and dinner. Entertainment during supper. Completely air-conditioned.

SUSAN PALMER'S SEAFOOD & SALAD BAR
4 W. 49
Don't be deceived. It's a surprising English Tavern downstairs—never to be forgotten by those who find it.

CAFE ST. DENIS—11 East 53rd Street. EL 5-8032. A real French Restaurant catering to cosmopolitan palates. Air Conditioned. Lunch from 75c. Dinner from $1.25. Also à la carte. Redecorated and enlarged.

RESTAURANT MAYAN, 16 W. 51 St., Rockefeller Center. Popular rendezvous for luncheon, cocktails, dinner. Unusual atmosphere. Luncheon entrées from 60c. Dinner Prix-Fixe from $1.50; also à la carte.

GRAND CENTRAL TERMINAL RESTAURANT
and Oyster Bar
Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from $1.00, also à la carte.

HOLLAND HOUSE TAVERNE, 10 Rockefeller Plaza. 'Round the crescent bar for cocktails; in front of old tiled fireplaces for luncheon; dinner in the nooks. Luncheon dishes from 60c, dinner $1.50.

CAFE LOUIS XIV. 15 West 49th St., Rockefeller Center. Cuisine Classique, Fine Wines, American Bar. Prix-Fixe Luncheon $1.50. Pre-Theatre Dinner $2.00, also à la carte. Wm. Adler and his Violin.

CHAMPS-ELYSEES
Le Restaurant Par Excellence. Cuisine Française. Famous for the special Champs-Elysées Dinner. Finest wines and liquors. 25 East 40th St. MU 4-8833.

KENTUCKY SERVES A MEAL. Luncheon from 65c; Dinner from $1.25, Supper from 85c. Open Sun. (11:30 a.m.—8:30 p.m.) for breakfast & dinner. Elizabeth D. Reynolds, Inc., 160 E. 48th St. EL 5-6448.

CORTILE RESTAURANT—37 W. 43rd St.
Delicious luncheon 45c up—dinner 75c up. Cocktails in unusual atmosphere. Open 8 A.M.—9 P.M. Closed Sundays. Rosella will read your character. Air cooled.

RESTAURANTS—DINING

THE HEARTHSTONE
15 East 48th Street. Near Fifth Avenue.
Dine delightfully. Music, cocktails
Luncheon from 65c. Dinner from $1.00.

THE BAROQUE—14 East 53rd Street. Cuisine de Choix, Tantalizing Plat du Jour. Typical Baroque atmosphere. Luncheon—Cocktails—Dinner—à la carte—(moderate prices). ELdorado 5-4195.

BEVERLY, Lexington Ave., at 50th St. Luncheon from 75c. Dinner from $1. Also à la carte. Famous for Ham Steak Tropical—Sliced Chicken Mornay. Our cocktails mixed to please the most fastidious.

THE BLUE BOWL at 157 E. 48th St. Appetizing, well planned menus served in pleasant, friendly surroundings. Apple pie a specialty. Closed Sundays. Luncheon 50c to 75c, Dinner 75c to $1.25.

SPIVY'S ROOF
139 East 57th Street (Lexington Ave.). Dinner $1.50. Also à la carte. Spivy sings nightly—continuous entertainment. Reservations. PLaza 3-1518.

THEODORE'S RESTAURANT—4 E. 56th St., N. Y. New York's outstanding French Restaurant. Tantalizing Italian Specialties. Superb Dinner $1.50. Luncheon. Cocktails. Open Sunday at 5:30 P.M. PL 3-6426.

DRURY LANE
47 E. 49th St. Famous for our Popovers. Luncheon. Cocktails. Dinner. Open Sundays. Town and country menus. Regional American dishes.

LAFAYETTE—9th St. at University Place
Renowned for French Cuisine since 1883. Prix-fixe luncheon and dinner; also à la carte. Fine wines. French café.

YE OLDE CHOP HOUSE, 118 Cedar St., New York. City's oldest eating place in Financial District. Game, Chops, Sea Foods, Liquors. Open to 8 P.M. Sat. 3 P.M. Harry Kramer, Host. WOrth 2-8061.

GAGE AND TOLLNER'S
374 Fulton Street, Brooklyn.
Famous for Sea Food, Steaks, and Chops Conveniently located to all subways. TR 5-8171.

LE POISSONNIER (The Fisherman), 121 E. 52 St. Madeleine's personality; the finest French cuisine make this a rendezvous for gourmets. Lunch $1. Dinner $2.25. Entertainment after 9 P.M. EL 5-9706.

LA BELLE MEUNIERE
12 East 52nd Street
Le Restaurant du Connaisseur. Quiet Atmosphere. Luncheon. . . . Cocktails. . . . Dinner. WI 2-9437.

A LA FOURCHETTE, 342 West 46th Street. CI 5-9744. Dine in France before the theatre. Cuisine Reputée. Specialty: Frog's Legs Provençale. Chicken Veronique.

CONSTANCE EKSTRAND
announces the opening of
VANDERBILT INN
Hyde Park • New York
at the Vanderbilt Mansion National Historic Site
Luncheon • Afternoon Tea • Dinner
Cocktail Lounge
A few rooms are available for overnight and week-end guests.
Under the same management as Point Inn, Staatsburg, N. Y.

RESTAURANTS—DINING

MAISON MAURICE RAVIOL, INC. French Table D'Hote of Distinction. Decorated Murals of the Fair's French Pavilion. Exquisite cuisine. Lunch 75c up. Dinner $1.25. 3 E. 48th St., N. Y. PL 3-1806.

ZANZIBAR HEALTH FOOD RESTAURANT. Also Vegetable Juice Cocktail Bar. Dine at New York's most outstanding restaurant, where only the finest dishes from orchard and garden are served. 113 E. 60.

YAR RUSSIAN RESTAURANT 38 West 52 Street
A corner of Old Russia in New York.
Gypsy Music 3 Revues nightly.
Lunch 45c. Dinner from 85c. No cover.

SWEDISH RATHSKELLER
201 East 52nd St.
"A lovable place with food that can't be beat"—Mademoiselle. Lunch 65c. Dinner $1.25. EL 5-9165.

RESTAURANTS—DANCING

VERSAILLES, 151 E. 50 St., PL. 8-0310. An impressive French cuisine makes Versailles the glamour spot of New York. Cocktail Hour, Dinner & After Theatre. Presenting nightly B'way's Brightest Stars. Nat Brandwynne & Orch. Panchito & his Rhumba.

LARUE—45 East 58th Street. VOl. 5-6374. New York's smart rendezvous. Cocktails, dinner, supper. Eddie Davis' & Val Ernie's orchestras. Continuous dancing till 4 A.M.

LE COQ ROUGE—65 East 56th St., N. Y. C. Famous cuisine. Luncheon, dinner, and after theatre. Dancing—Entertainment. Cocktails in our Skyline Bar. Reservations—Phone PLaza 3-8887.

POLISH RESTAURANT, 151 East 57th Street, N. Y. PLaza 3-2816. Authentic cuisine and atmosphere. Luncheon 75c to $1.25. Dinner $1.25 to $2.50. Cocktail Lounge. Dancing. No cover charge.

VOGUE'S GOURMET'S GUIDE will point the way to recognizedly fine restaurants. Keep a copy of it handy—and don't forget to refer to it when you want to try a new place to dine.

LOUNGE BAR

SCHRAFFT'S. Smart, intimate lounges. Georgian Room, 625 Madison Ave., at 58th—Columbus Room, 222 W. 57th St., near B'way—1496 B'way at 43-d. Luncheon, cocktails, dinner, supper. Cocktails from 25c.

NIGHT CLUB

LEON & EDDIE'S, 33 W. 52 St. World Famous café-restaurant offers America's most amazing values in food & entertainment. "Sly" & subtle Eddie Davis heads the show, 4 shows nightly. Continuous Dancing. "Should be visited at least once in every lifetime."

OUT-OF-TOWN

CALIFORNIA

VISIT DINAH'S SHACK
On Highway 101, 3 miles south of Palo Alto—in the shadow of Stanford University. In the Beautiful Santa Clara Valley. Food—California's Plentiful Best.

CONNECTICUT

WHITE TURKEY INN. Route #7—4 miles No. of Danbury. Early American. Famous for Luncheons, Cocktails, Dinners. Also White Turkey Town House, 1 University Pl., N.Y.C. Both open Sundays.

THE BARNACLE, Bradley Point, West Haven. Off Route 122. Specializes in fresh lobster—also chicken & steak. Luncheon, Tea and Dinner. Fine wines and Cocktails. March into November.

GEORGIA

HOTEL WARE COFFEE SHOP, Waycross, on U. S. Route #1. Reflecting the hospitality of the South. Known for good food. Open 6 A.M. to 10 P.M. Moderate prices. Recommended by Duncan Hines.

ILLINOIS

LE PETIT GOURMET, 619 N. Mich. Ave., Chicago. Delicious food served in an atmosphere reminiscent of the Old World. Lunch 50c up, Dinner $1. up. Open 11:30 AM to 10 PM, Sunday 4 to 9 PM. Cocktails.

MASSACHUSETTS

THE HI-DA-WAY (Boston's nicest eating place) entirely air-conditioned. Open from 11 A.M. to 8 P.M. Selected luncheons from 50c, complete dinners from 85c. Closed Sundays. 3 Boylston Pl., Boston.

LATHAM'S ON CAPE COD. Route 6, Brewster. An inn of rare charm, famous for its food, delightful guest rooms and home-like hospitality. Finest Vintage wines and liquors. Open until December first.

MEMORY LANE RESTAURANT. On Boylston Place. Boston, near Colonial Theatre. Famous old Boston Families lived in this very house. Luncheons and dinners served 11 A.M.-8 P.M. Prices reasonable for quality of food served. Closed Sundays.

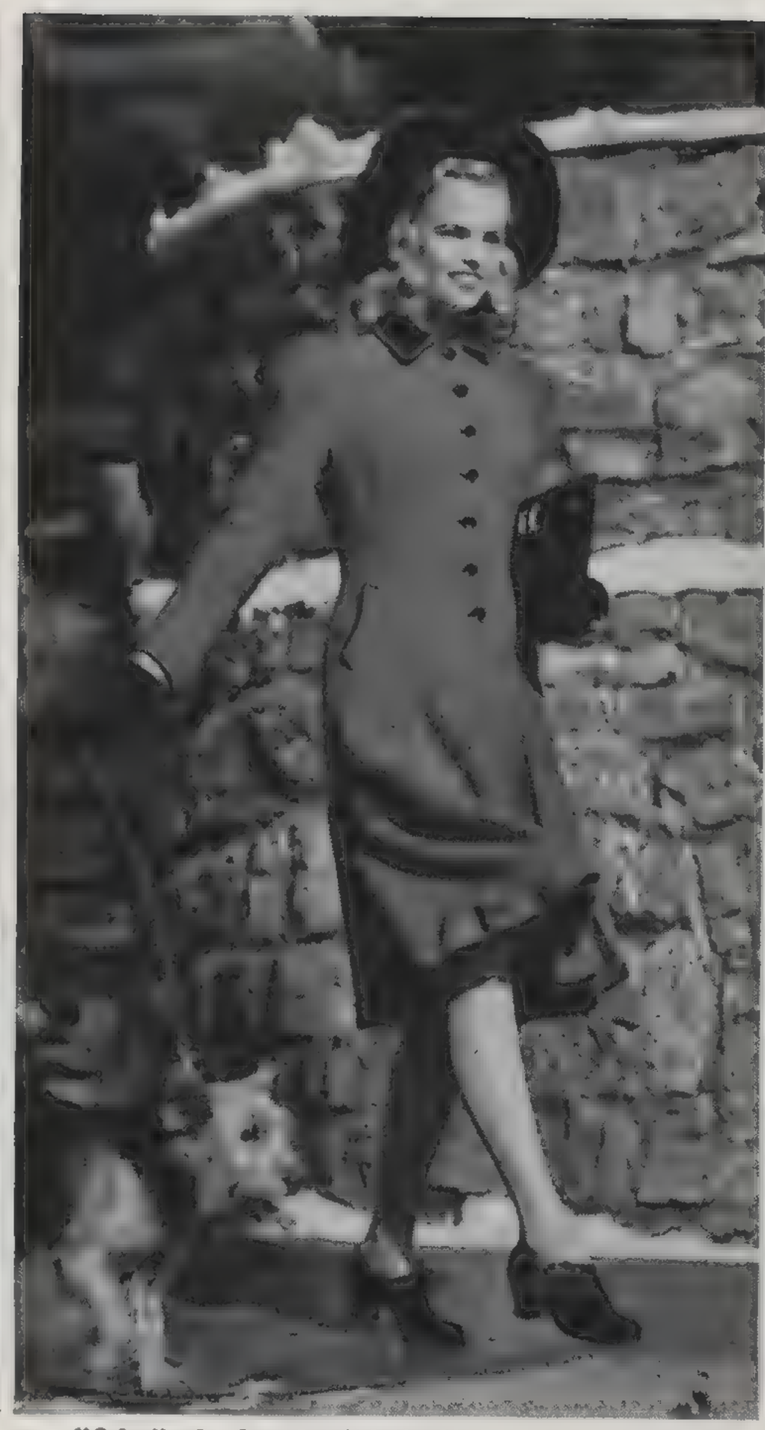
NEW JERSEY

HANS CHRISTIAN ANDERSEN—Paramus
Dine out this fall in the country. Only 15 min. from Geo. Wash. Bridge, Route 4. Luncheon, dinner. Superb food, ingenious cocktails. Closed Mon.

NEW YORK—LONG ISLAND

BEAU SEJOUR, Bethpage. Off Route 107. All dishes prepared to order. Luncheon on terrace dining-room overlooking gardens. Luncheon and dinner à la carte. Unusual cellar of fine wines and liquors.

"Edna"—Suede with a patent scroll and patent "Pyraheel"—by "CASUAL CLASSICS"*



"Jabot"—Suede with polished calf side tongue and polished "Pyraheel"—by "CASUAL CLASSICS"*

"Casino" — Alligator grain on calfskin matched with "Pyraheel"—by "CASUAL CLASSICS"*

City Foot Work

*These smart shoes boast heels that resist rain or snow stain, curbstone scuff, cinder scratches, clouding when you wear galoshes. The magic is this: They're covered with Scuffless "Pyraheel" Du Pont plastic heel covering that matches leathers so perfectly you have to tap it to know it's there. Good shoe designers give it to you on dozens of shoe types—from down-to-earth walkers to spike-high affairs. *** Especially in winter, your heels will look new months longer, if you make it a habit to say, "with Scuffless 'Pyraheel,' please"—whenever you buy shoes.*

DU PONT
REG. U. S. PAT. OFF.

Scuffless PYRAHEEL
REG. U. S. PAT. OFF.

E. I. du Pont de Nemours & Co. (Inc.)
Plastics Department, Arlington, New Jersey

*Reg. trade mark by Marshall Meadows & Stewart, Auburn, N. Y.

VOGUE'S TRAVELOG

a directory of fine hotels and resorts

If you want further information about the hotels or resorts listed in these columns, write Vogue's Travelog, 420 Lexington Ave., New York City.

ARIZONA

CHANDLER

San Marcus Hotel & Individual Bungalows. 250 acres of luxurious playground, 18-hole golf course. Swimming. Tennis. Riding. Robert Foehl, Manager.

PHOENIX

Hotel Westward Ho. Premier Hotel of the Southwest, in world-famous Valley of the Sun. Midtown with desert resort atmosphere. Am. & E. Plans. Bklt.

TUCSON

Arizona Inn. Arizona's foremost resort hotel. Charming garden rooms all with Sun Terrace. Swimming Pool. Tennis. Riding. Sunshine. M. Bennett, Mgr.

Pioneer Hotel. Southern Arizona's finest. 250 rooms, each with bath. European. Coffee Shop. Dining Room. Roof Garden. Sun Deck. Sensible rates.

Santa Rita Hotel. 250 rms. Tucson's Social center; Western hospitality & atmosphere. Excellent cuisine; Famous dance bands. Polo. Golf. Nick Hall, Mgr.

CALIFORNIA

BEVERLY HILLS

Beverly Hills Hotel & Bungalows. Early California charm; thoroughly modern. Continental flavor. Year 'round social & Movie center. Pool. All sports. E.P.

LA JOLLA

Casa de Mañana. Distinctive resort hotel on the shores of the Pacific, near San Diego and Old Mexico. All sports. Private beach. Write for free folder.

COLORADO

COLORADO SPRINGS

Broadmoor Hotel in shadow of Pike's Peak. All year sports and social center of the Rockies. Metropolitan Luxury. Write for Brochure.

DISTRICT OF COLUMBIA

WASHINGTON

Hotel Raleigh, Washington's most popular and distinguished Hotel, on famous Pennsylvania Avenue. Reasonable rates. Write C. C. Schiffeler, General Mgr.

FLORIDA

CLEARWATER

Fort Harrison Hotel. Overlooks Clearwater Bay. Gulf of Mexico. Golf, bathing, boating, fishing. A. or E. plan. 253 rms., moderate rates. L. G. Davis, Mgr.

DUNEDIN

The Fenway. One of the West Coast's Finest resorts. Beautiful tropical setting. All sports. Select clientele. C. Townsend Scanlan, Mgr.

FORT LAUDERDALE

Lauderdale Beach Hotel

New, modern—ocean front between Miami and Palm Beach. 150 rooms with bath, steam heat. Spacious lounges, sun decks, beach walk, patio. Homelike, friendly—ownership management. American Plan, superior cuisine. Intimate, quiet, yet just around the corner from all that's going on. Clientele carefully restricted. Booklet, reservations: A. H. Ogle, Managing Director. P.O. Box 2009.

FORT LAUDERDALE

Wynholm Hotel. New, modern. On ocean between Miami and Palm Beach. Restricted clientele. European Plan. J. Frederick Wynn, Manager.

MIAMI

The Dallas Park. Rooms, apartments, penthouses. Roof sun bathing, 11 stories, overlooking beautiful Biscayne Bay. Moderate rates. M. F. Whelan, Mgr.

The McAllister. Downtown Miami, facing beautiful Bayfront Park and Biscayne Bay. 550 rooms with bath and shower. Leonard K. Thomson, Mgr.

MIAMI BEACH

The Good

The art of "Good" living is exemplified by subtle niceties of service, a distinguished cuisine, and the many superiorities of a perfect location in the exclusive north shore section. Ideal for short or long vacations. Private beach, deck sports, excellent dining room. Open all year. Restricted. Reservations advised. Bklet. Carolyn G. Good, Pres., H. L. Thomas, Mgr. Ocean at 43rd St.

FLORIDA

MIAMI BEACH

The Nautilus and Villas. 25-acre estate, villas, cabañas, pool, private beach. Golf nearby. Modified Amer. Plan. Restricted. R. W. Thompson, Mgr.

MIAMI BEACH

The Pancoast

Only The Pancoast gives you this "Miami Beach"—an exclusive oceanfront world of your own. Constant care in selection of guests and maintenance of luxurious appointments have established a tradition of acknowledged leadership. Tropic gardens, private beach, cabañas, patio, tennis courts. Reservations in advance. Write for details. Arthur Pancoast, Pres., Norman Pancoast, Mgr.

MIAMI BEACH

The Whitman By-the-Sea

"Aristocrat of Miami Beach" . . Occupying full block between Ocean and Indian Creek in exclusive section at 34th St. Private beach, marine terrace for dining, dancing and deck sports. Unrivalled cuisine and service. European Plan. Restricted clientele. Reservations in advance. Season dates: Nov. 20 to Apr. 20—no deviation. Illustrated brochure on request to Fatio Dunham, Manager.

ST. PETERSBURG

The Huntington. A Resort Hotel of Merit, in beautiful and exclusive surroundings. Open Nov. to May. Eur. and Amer. plan. Booklet. Paul Barnes, Mgr.

Pennsylvania Hotel. For convenience, delicious food, hospitality. 140 rooms. Social program. Reasonable rates. European plan. Bklt. M. C. McNeil, Mgr.

The Princess Martha—St. Petersburg's largest and best located downtown hotel. Every modern comfort. European. Dining room. Bklt. A. L. Manning.

ST. PETERSBURG

The Soreno

On beautiful Tampa Bay, overlooking tropical Soreno Park and yacht basins, close to all recreation facilities. Dining room famous for excellent cuisine. Pleasant social life. 300 rooms, each with bath. Modern, fireproof. American plan. Opening December 17th. Booklet and rates on request. Soreno Lund, Manager.

VACATION MINDED

This year is the ideal year to discover America. Let Vogue's Travelog serve as your directory and insure the success of your vacation.

FLORIDA

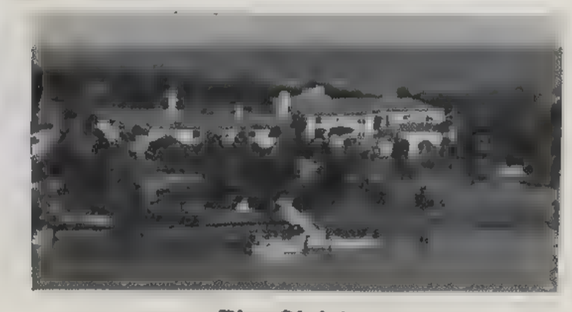
ST. PETERSBURG

Sunset Hotel. On Boca Ciega Bay. Quiet, refined, restful, yet close to all activity. 70 rooms, each with bath. Amer. plan. Moderate rates. L. A. Thorp, Mgr.

Suwannee Hotel. Close to everything of interest. 205 rooms, each with tub and shower bath. European plan. Dining room. Paul A. Brown, Manager.

GEORGIA

SEA ISLAND



The Cloister

This Golden Isle is a promise fulfilled. Escape is the keynote—so play with a vengeance or relax to your heart's content—your every wish come true. Golf, swim, ride, hunt, shoot skeet, bicycle, play tennis. Selected clientele. Fall and winter rates remain considerate. Write direct, see your travel agent, or Cloister New York Office, 630 Fifth Avenue, Telephone CIrcle 5-8055.

MARYLAND

BALTIMORE

The Belvedere. A fine hotel, justly celebrated for its spacious, modern rooms, famous cuisine, and superb service. Ideally located. $3.85 up.

MISSISSIPPI

PASS CHRISTIAN

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Quiet, exclusive. Near New Orleans.

Miramar Hotel. Established clientele. Women Creole cooks. All land and sea sports. Faces beautiful Mexican Gulf. Fun and frolic in healthful sunshine.

MISSOURI

KANSAS CITY

Bellerive Hotel. Armour Blvd. at Warwick. Quiet, refined home atmosphere. Famous Coral Room. French Cuisine. Garage. Trans. or Perm. Wire for reservations.

NEW HAMPSHIRE

HANOVER

The Hanover Inn at Dartmouth College. Open all year. Booklet. Ford & Peggy Sayre, Managers. Robt. F. Warner, New York Rep., Tel. BR 9-6348.

NEW JERSEY

ATLANTIC CITY

Marlborough-Blenheim. For an autumn health-visit. Oceanfront sun decks, sea water baths, tempting menus. Josiah White & Sons Co.

NEW YORK

NEW YORK CITY

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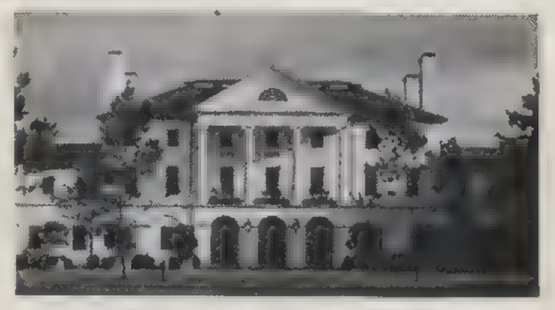

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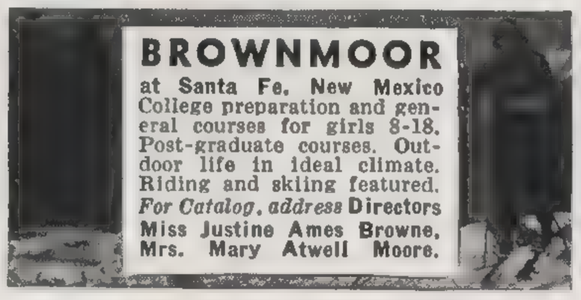

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Early royal patronage of the Fox Terrier is indicated in a letter of August 15, 1616, from King James I., addressed to the Laird of Caldwell, requesting him "to search out and send two couples of excellent terriers which are stout fox killers and will stay long in the ground." These three Wire Fox Terriers were raised by the Twin Spades Kennels

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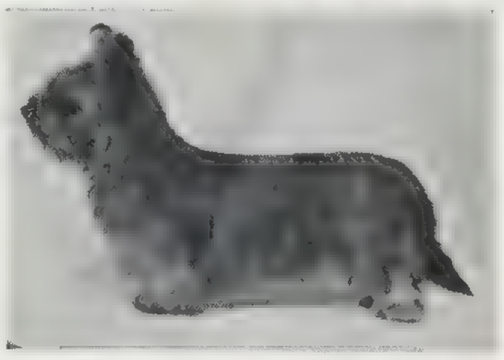
The first Wire Fox Terrier to reach America was Tyke, born March 20, 1879, imported by John Granger of New York, one of the founders of the American Fox Terrier Club. The Wire pictured is Ch. Warily Gang Leader, last shown in 1928 at the Westminster. He was the leading American-bred Wire of his time and owned by Reginald M. Lewis

SKYE TERRIERS



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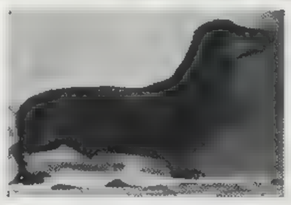

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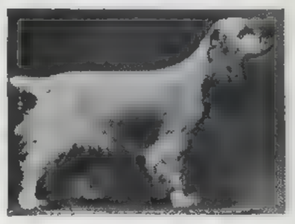

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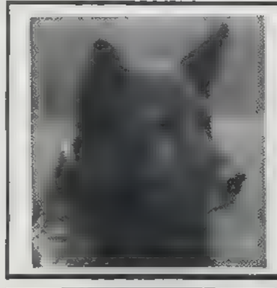

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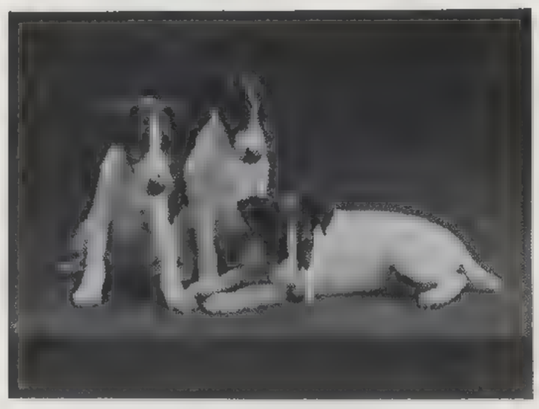

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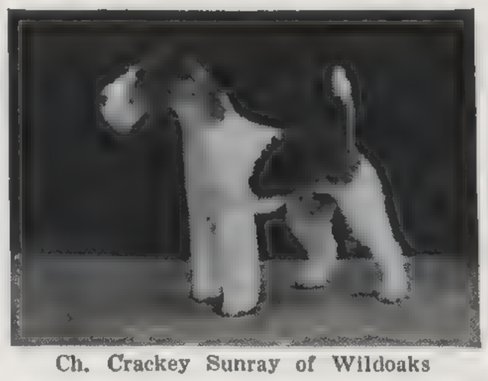

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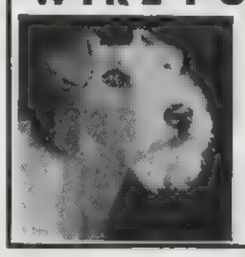

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Ch. Walnut Clipper of Freedom at Stud
By Walnut King Nobbler

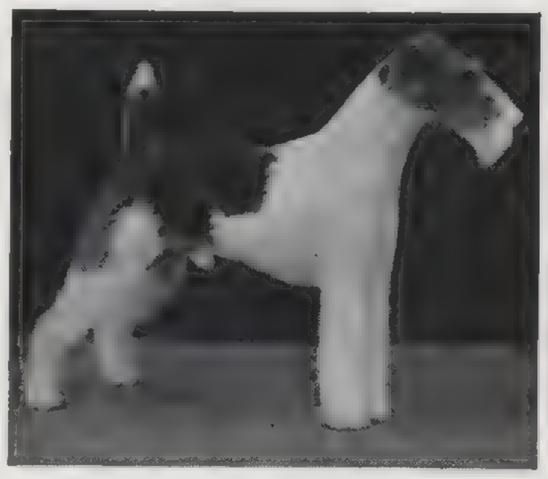
THE DOG

Vogue's gallery of

The Fox Terrier has held a foremost place in popular favour and affection since the beginning of American dog shows. The entries of the breed may not be the most numerous, but they show that, while other breeds wax and wane in their popularity, the Fox Terrier goes on forever. Ch. Glynhir Galahad, Wire Fox Terrier; owned by William L. Lewis

A Fox Terrier is always ready for a romp, a walk, or a motor ride; he is a quick and alert watch-dog and a destroyer of vermin, par excellence; sensible, faithful, intelligent, full of courage, yet kind and gentle. I have never been bitten by one, nor have I ever seen one bite a child. Ch. Crackley Striking of Wildoaks. Owner, Mrs. R. C. Bondy

The truism "Once a Fox Terrier fancier, always a Fox Terrier fancier" has held good since the beginning of the dog-show movement which took place in England late in the 1850's. As far as popularity is concerned, the Wire leads all breeds in point of registrations with the English Kennel Club. Ch. Sun Fox of Mayfair. Owner, J. E. Haslam



The American Fox Terrier Club will hold its annual autumn indoor show in Pittsburgh, Pa., November 2. The judge will be Mr. Thomas Keator of Buffalo. If you know the fine quality of this breed, you will undoubtedly mark this date on your calendar. This Wire is Ch. Big Time of Wirehart, owned by Mr. and Mrs. George Hartman

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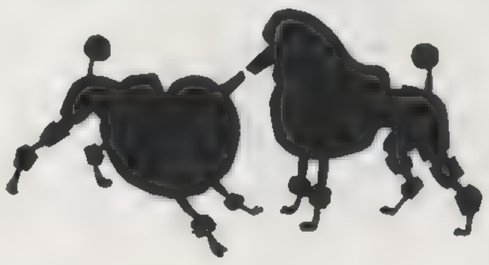

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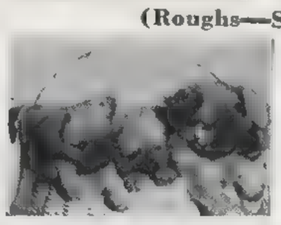

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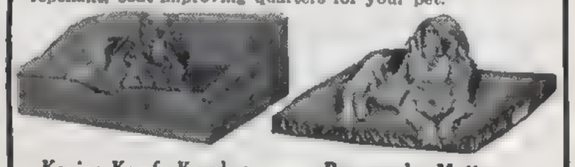

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MODE

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At the first specialty show of the American Fox Terrier Club in 1886, there were some seventy-five Smooths and only four Wires. Even as late as 1907, the entry at the second largest show in America of the New England Kennel Club was a hundred Smooths, about a dozen Wires. Wire Fox Terrier Champion Derbyshire Peter. T. Keator

There are a number of reasons for the popularity of the Fox Terrier. His size enables him to be kept conveniently and cheaply in these days of apartments and high food costs. He is a smart house-dog and a merry, bright, and trappy little indoor or outdoor companion for anyone. Champion Cable Corporal. Mr. and Mrs. V. Laugesen

It is intolerable that a Fox Terrier be tied to a dog-house in the open, to languish in lonesomeness; Fox Terriers are companionable. Give a Fox Terrier all the care and consideration you would give a human being, and his confidence and respect for you will be unbounded and unending. Champion Page Boy of Westwire; Mrs. F. H. Dutcher

The Fox Terrier is hardy of constitution, easy to rear, and can be quickly taught anything that any breed of larger dog may be expected to do. There are many Fox Terrier owners throughout the world who use these apt dogs for every purpose for which Spaniels or Retrievers are used. Wire Fox Terrier Champion Sun Beau Sundra. John J. Eckhart

Watch for a story on

DOGS & ACCESSORIES as CHRISTMAS GIFTS

in the December 1st Dog Mode of Vogue. Watch these columns, too, for listings of many of the best pedigreed dogs offered for sale by fine kennels throughout the country.

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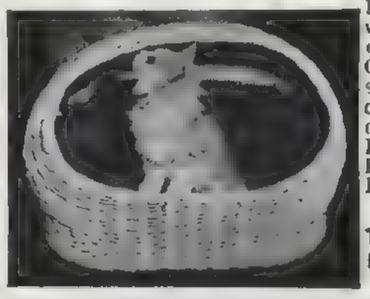

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And for the non-wedding-minded, Dean's have several lights that should not be hidden under a bushel. For instance, there is their new dessert-a-day, a special one planned for each day of the week. There are Virginia hams, cooked in sherry and spices, good buffet dishes, that cost $10. And in the hunting season, for those all-out occasions, there are pheasant and other game *pâtés en croûte*. These have to be ordered two days in advance, an eight-person pâté costs $9.50, and it's well worth it.

GIFTS

PARTY GIVERS OR GUESTS! Adore our Glass Snack Jar (Plated Cover)—big enough for Cocktail Biscuits. Gift Wrapped $5. p.p. Decorations & Gift Selections by Princess Obolensky—Temple's, 518 Madison, New York

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HAIR COLORING DONE SCIENTIFICALLY on grey and fading hair, with beautiful, natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., New York City. Telephone PLaza 3-0591

FRANÇOIS, HAIR COLORING SPECIALIST, will restore your hair to its natural color and lustre. "Badly Dyed" or "Over-Bleached" hair expertly corrected. Free consultation. François, 11 East 45th Street, N. Y. C.

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EMILE ROCKEFELLER CENTER—Hairdressers, authorities on Permanents and Color Corrections. Perfect service in restful surroundings. Pleasantly Air Conditioned. 30 Rockefeller Plaza. Tel. CIrcle 7-1995-6-7

FRED The Hairstylist, creator of Hair Styles in vogue. Your hair & scalp meticulously supervised. Flattering Permanents. Hair coloring. 18 East 49th St., EL 5-2220. Washington, D.C., at Philipsborn; Kansas City, Mo., at Berkson

ROBERT VEGETABLE SHAMPOO (Not a Dye) covers gray or fading hair. Gives lustrous tones to hair. Try it. Salon application $4.50. By mail $2.00. Booklet. Robert Makes You Beautiful. 675 Fifth Ave., N. Y.

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MANUEL INVISIBLE TRANSFORMATIONS with his "sight-proof part" have revolutionized the hair industry. Designer, manufacturer of high class hair goods. 10 Rue Royale, Paris, and Manuel Building, 988 Second Ave., N.Y.C.

MME. MARIE—DESIGNER and manufacturer. Exclusive hair goods—all types. Your old piece remodelled & redressed. Finest quality hair fashioned in latest style. Moderate prices. Mme. Marie, 507 5th Ave., N. Y. MU 2-1367

GUILMONT & PETERS transformations & bobs, exquisitely made of natural, wavy hair. Invisible parting. Men's wigs, toupees. Restyling. Moderate prices. Booklet. Est. 35 yrs. 705 Marshall Field Annex Bldg., Chicago, Ill.

PIERRE TRANSFORMATIONS, of artistry and unexcelled workmanship, have become a tradition of quality maintained for over 30 years. Made of finest naturally wavy hair. Absolutely undetectable. 37 W. 57th St., N. Y.

LOUIS PARME excels in the modern art of transformations. Custom made with a masterful technique ensuring comfort and a completely natural effect. Remodelling & redressing. 7 East 55 St., New York. WI 2-1665

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SUEDE, LEATHER CLOTHING, HANDBAGS, Accessories look new again when cleaned, retinted by our exclusive, dependable process. Inexpensive. Parcel Post. Leathercraft Process, 1052 First Ave. (57th St.), N.Y. PL. 3-0470

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RESIDENCE MASSAGE SERVICE. In the comfort of your home Miss Eriksson will give real Swedish massage; for vapor cabinet or colonic treatments call for appointment at the Belmont-Plaza. Ruth Eriksson, WI 2-1200

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DAMAGES IN ANY FABRIC rewoven like new. Specializing in woolens, linens, silks, & laces. Hosiery repaired, overcoats renapped, & shine removed. Mail orders, write for circular. French American Reweaving Co., 100 W. 57, N.Y.

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FUR HATS require special designing skill. Let Emme make a stunning one for you to add sparkle to your winter fashions! Bring your own fur, or choose yours at Emme's. Emme, 21 E. 56 St., N. Y. C. ELdorado 5-9865

HATTIE OSTER is the "little milliner" you've dreamed of finding. Individually designed hats of fur, or dyed-to-match felts, for all ages. They're "finds" at $12 up. Hattie Oster, Suite 1415, 515 Mad. Ave. (53rd), N. Y.

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ARE YOU WARDROBE WEARY? Discover The Dressing Room Re-Sale Service. Slightly used apparel of the better sort resold. 41 West 51st Street, New York City, Telephone ELdorado 5-1344. Hours from 12 to 6:30

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SHOECRAFT, 714 Fifth Ave., New York City. Nationally recognized, foremost specialists fitting the narrow foot and heel. AAAAA to C, sizes 2½ to 12. Send for Booklet VS. Charge accounts. Mail service anywhere

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WIEDHOPF LTD., 730 Fifth Avenue, New York. In the arcade. Now showing Fall shoes on individual lasts. All hand made to order. Comfortable prices. Style card. Sizes 2½ to 13, AAAAAA to C. Telephone CIrcle 5-9714

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ANDRE BALOD—TAILOR—Perfect tailoring of coats, suits, furs & gowns in the newest fashions. Faultless fitting & finest workmanship & materials at minimum prices. Remodeling also. 38 West 56 St., N. Y. CI 7-8179

JOSEPH FRAM formerly of Fortnum & Mason. Creator of fine custom-made clothes. Imported fabrics or your own material. Also ready-to-wear suits & coats from the Jaeger House of London. Expert remodeling. 15 E. 47 St., N. Y.

S. CASOLA & BROS.—Tailleur & Furs. Designers of coats, suits, gowns. Individuality achieved by a careful study of lines & proportions best adapted to each figure. Prices conservative. 18 E. 55 St., N. Y. C. PL 3-3563

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GURLAND & GROSSMAN, 614 Madison Ave., N. Y. Repairing of complicated watches, clocks, chronometers, stop watches, small diamond watches our specialty. Safe handling & excellent workmanship guaranteed. Mail orders

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A veritable treasure chest of rarities from the Orient. Chinese Pekin enamel tray (Eighteenth Century) picturing Dutch figures in soft pastel colors, $20.00. Smoky agate bowl carved in fluted chrysanthemum shape, $10.00. A tiny tinted ivory narcissus, $15.00. Old Chinese white jade snuff bottle, $35.00. Seventeen inch strand of lustrous roseate culture pearls with clasp, $26.50.

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FOR folks who can't wait—a special early smoking of a few prime birds from our Christmas flock is just now coming to the exact turn of golden-brown deliciousness over fragrant applewood embers. Taste one of these succulent *smoke—cooked* turkeys, and you'll say: *"This is the unique Christmas Gift to my friends."* Each bird an individual masterpiece, personally cured and smoked by a man proud of a 3-generation tradition of turkey-smoking. Turkeys come *All Ready-to-Eat.* Price $1.35 per lb., net smoked weight. From 7 to 16 lbs. Express prepaid in U. S....

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FOR THAT HARD-TO-FIND "PERMANENT WITHOUT THE LOOK OF A PERMANENT"..
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Shop

Sisters in Silver. The Misses Parenti have spent years perfecting a European-trained technique in the making of fine silver jewellery. Their shop at 400 Boylston Street, in Boston, is gleaming with their charming hand-wrought pieces—many of them set with real stones.

The Parenti Sisters love to use aquamarines, amethysts, topazes, and moonstones. And they love, too, to use antique motifs. This lacy bracelet, for instance, has an imaginative fleur-de-lis, Saint Peter's Keys, and the Strozzi door-knocker as medallions ($18, including Federal tax).

VOGUE STUDIOS

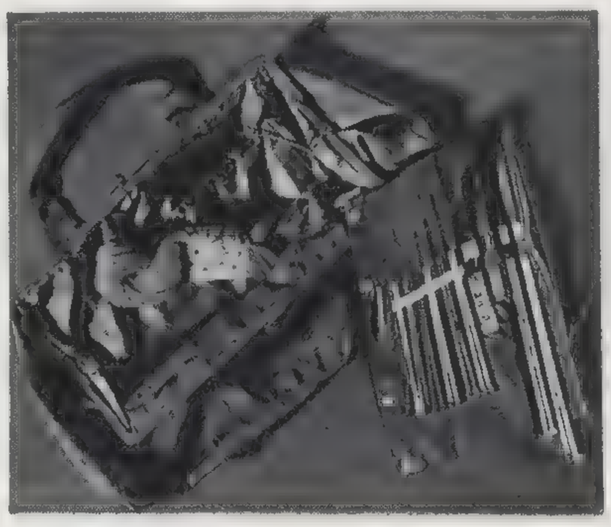
A Country Cousin—a very *small* country cousin—would love this scaled-down version of grown-ups outdoor furniture. It comes to you, prepaid and promptly, for the also very petite price of $4, complete with its rustic footstool to match. The Littletree Company, of Winter Park, Florida, makes this and its grown-up relations: of Southern cypress, and a construction that's unbeatable for weathering the weather, wherever and whatever. Very handsome for you who are resort-planning, or for you who live year-round in the country. Very inexpensive, $19.70 will buy a three-piece set, for instance.

The Mountain Meadows of Oregon produce some of the finest-tasting, lush-and-large, varied fruits in the world.

That's where these preserves come from—and they do really *preserve* the way-above-sea-level flavour of the original fruit.

Jane Amherst, 1101 Northeast Forty-Seventh Avenue, Portland, Oregon, packs these in chunky little jars, which sit firmly on a breakfast or tea tray, but are large enough to hold several servings.

A dozen of these (with such flavoursome names as Oregon Vine Maple Honey, Wild Crabapple, Mountain Huckleberry) come packed in a box with sprays of pine hemlock cones and green moss—for $3.65 prepaid. Remember this when the Christmas fever is upon you.



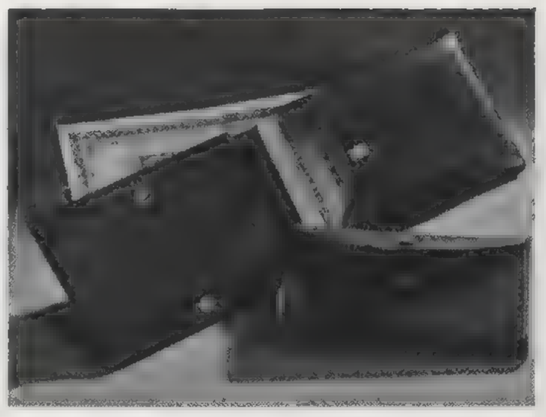
KNITTING BAG
with detachable flap

You'll want to carry your knitting wherever you go in this compact moire bag. Detachable flap holds straight needles on one side, double point on reverse. A zipper divides the flap, making a compartment in which can be carried circular needles. There are also partitions for two 14" needles, tape measure, stitch holder and three crochet hooks. Bag in black, navy, royal, wine and green, completely equipped, $11.50. Without fittings and needles, $5.75.

Alice Maynard
558 MADISON AVENUE NEW YORK

Hound

draws a bead



Pocket-Filing. A man's wallet, like a woman's hand-bag, gets to be, the longer it lives, practically a record of its owner's life.

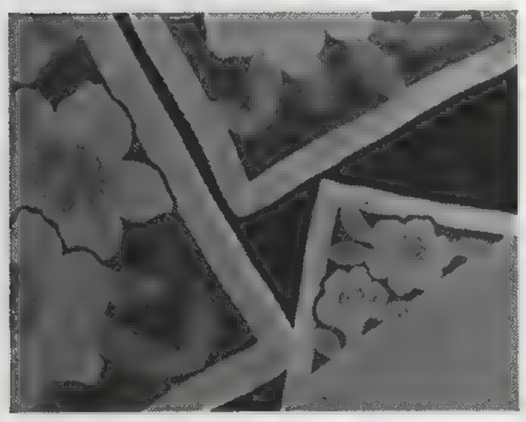
Prince-Gardner, who have made a specialty of wallets for years and years, think it's about time to face facts and make a wallet which will be practical for its eventual use, rather than just for its primary use of holding nice thin bills (in large denominations, we hope).

As long as a wallet is going to be a pocket-size file, P.-G. figures, why not make it one to start with? So they have. And this is it. There are several compartments. And there is, besides, a separate card-case, which can be buttoned onto the wallet. Xmas note: it's at Wanamaker's, New York; $5, in India goatskin.

Hair-Do To-Do. Every few years, large sections of the female populace want coiffure change. Change is in the air at the moment, and hair-dressers have their combs and scissors poised.

MacDonald, at 509 Madison Avenue, have some very good ideas on the New Order. They are waiting (in their charmingly redecorated shop) with all kinds of constructive plans. One, which sounds very good to us, is to have the hair set with swirls at the sides and in front, and very short, feather-edged curls all over the back—a creation of their Mr. Albert.

MacDonald are also very proud of their Outside-Heaterless Permanent, which sounds like something out of Buck Rogers, but has the advantage of curling very close to the scalp: $15.



Floating Flowers. So fine is the background of this luncheon set that its appliqué flowers seem to be floating across the surface of a dark table.

The flowers are sheerest handkerchief linen, the leaves are organdie, the background organdie. And the whole unreal, ghost-white garden is sewn with the smallest and the finest of hand-stitches...another kind of table delicacy, food for the eyes.

The luncheon set has seventeen pieces: eight place-mats, eight napkins, and a long centrepiece. Its price: $125. You'll find this at Bournefield, 660 Fifth Avenue, along with many other delectable linens for the trousseau.

--very Louis XV

PORCELAIN INKWELL *with bronze mounting, hand painted Meissen-Rose spray and gold scrolls* $37.50

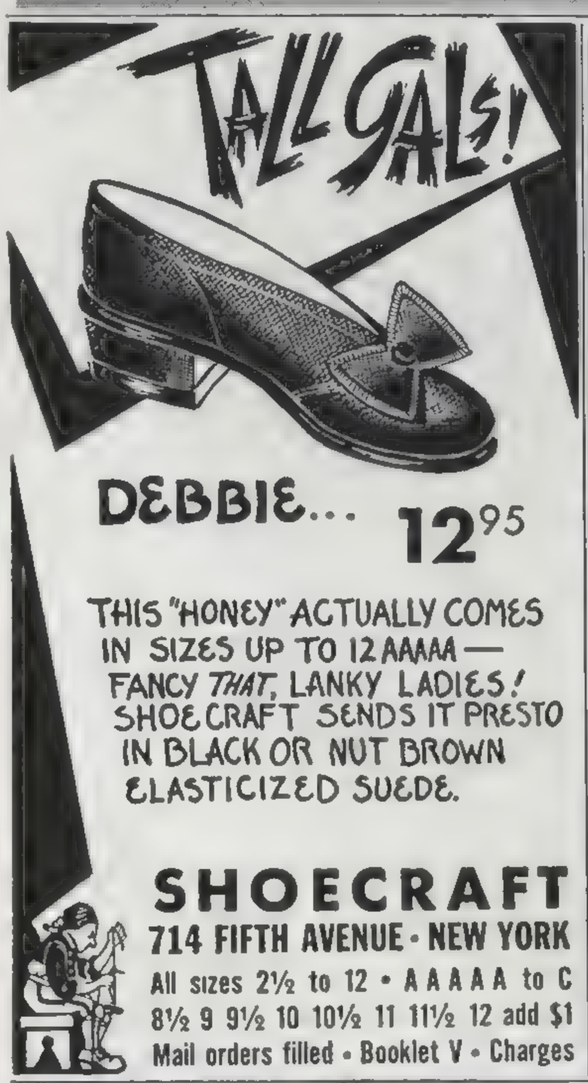
In pale turquoise, peach and white with hand painted gold scrolls $35.50

PORCELAIN PENHOLDER *to match* $6.50

Alfred Orlik Inc.

421 Madison Avenue New York Bet. 48 & 49 Sts.

DEBUT DRAMA
Silk taffeta, highlighted with mink. In gold or magnolia . . 129.00



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THIS "HONEY" ACTUALLY COMES IN SIZES UP TO 12 AAAAA — FANCY *THAT*, LANKY LADIES! SHOECRAFT SENDS IT PRESTO IN BLACK OR NUT BROWN ELASTICIZED SUEDE.

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Laurent successfully straightens fuzzy or kinky hair into natural looking, graceful waves. Laurent's inimitable method is lasting, thoroughly reliable. Consultation free.

Emphasize your charm with a truly beautiful Laurent coiffure.

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Sheraton breakfast or game table, as big and beautiful as they come... copied from the original owned by W & J Sloane. The top is a sweep of wonderful leather in any shade you wish, tooled in dull gold. Tawny mahogany base. A Registered Reproduction, of which we've cut just so many.

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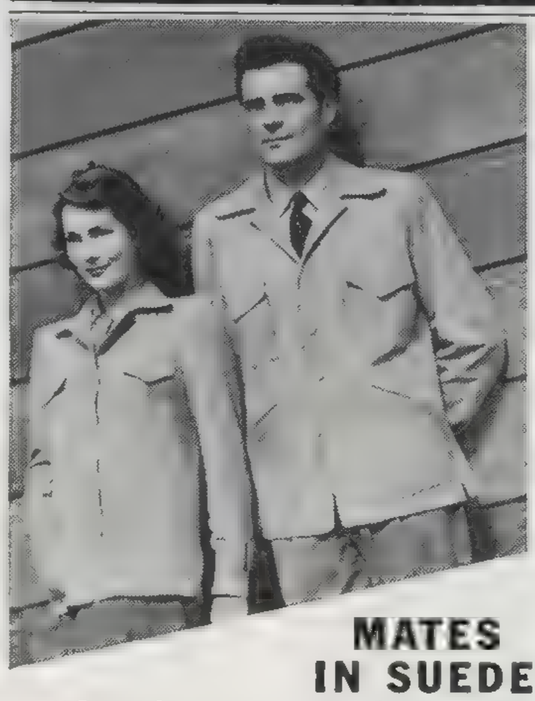

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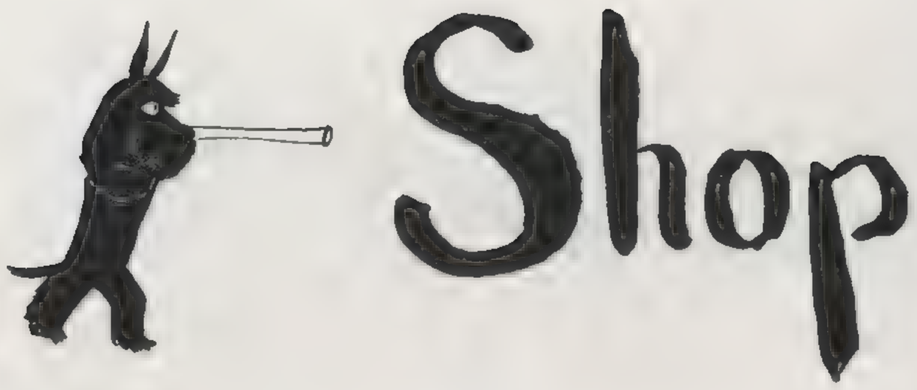
"One for you, one for me" Rugged, identical Sport Jackets; masculine, comfortable, flawlessly tailored. Choice of 16 colors. **$25** each

Mail orders promptly filled. Specify size, color.

Marthalurst
444 MADISON AVENUE AT 49TH STREET, NEW YORK



Don't Fly Away Home is our advice to the little red-enameled ladybug which is sitting so winsomely on a gold-metal leaf: home was never like this.

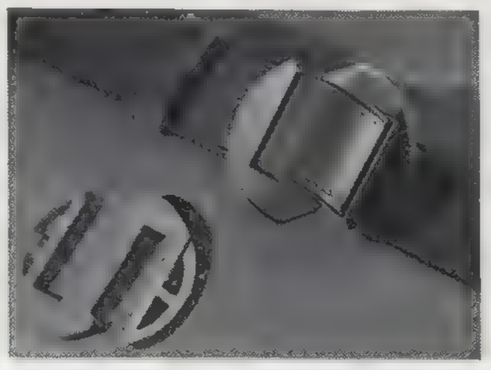
Why fly home when she can See Life as part of a large and lovely pin, studded with rhinestones, bound to be worn with pleasure, and enthusiastically admired all over town?

You will find the ladybug (and her pin), designed by Mazer, at the shop of Gerlou-Fifth Avenue, 501 Fifth Avenue. ($5.) It's just one amusing piece of glitter in a shopful of same.

VOGUE STUDIOS

Rams' Heads were a favourite motif for the gold jewellery of fashionable Victorians. And now their grandchildren are buying revivals, in modern gold metal, at the shop of Ethel Stiffson, 461 Park Avenue. We show you here the bracelet ($24.50), wound round the arm with a ram's horn; and a brooch ($9.75). There are clips and earrings, too, just using the ram's head.

Ethel Stiffson has an eye for the unusual in jewellery—and a love for earrings.



The "S" Buckle keeps a man's belt taut, makes a flat fastening, eliminates the need for holes. And—it's handsome.

Albert Leonard George (620 Fifth Avenue) uses these for his beautiful leather belts (which he has made by the official saddle-maker to West Point—and they look it, too). The belt can be ordered in either black or saddle-tan. With the plain buckle, it is $10.50. With the initialed buckle, it is $13.50. And with any man at Christmas time, it is a good idea.

Walter Florell
29 East 53 ST.,
n.y.c.

HATS

2,000 UNIQUE XMAS GIFT IDEAS!

FREE BOOK!

THIS year let *America's Smartest Mail Order Gift House* make it *easier* for you to select truly "unusual" presents. Shop right from your easy chair for distinctive, "un-hackneyed," useful gifts. Intriguing novelties. Surprises in jewelry, leather, metal. All reasonably priced, from $1 up!

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The amazing novelty
ADORED BY THOUSANDS

Shure—'tis magic! Fill PADDY with water, spread seed, watch miraculous growth of bright green hair, eyebrows, sideburns. Grows for months, can be planted many times. Durable pottery, rich suntan color, 5" tall—a lovable, unusual gift. Mail $1 now for PADDY, postpaid, *complete* with special seed. *Money back guarantee!*

PADDY NOVELTY CO.
120 Washington Avenue, Goliad, Texas

Five to One

(Not the time of day nor a ball game score)

It's the return—five dollars for every dollar spent—that a retail dress shop received by advertising in Shop Hound.

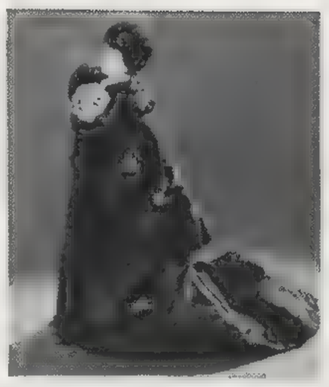
* * *

Do *you* sell merchandise that Vogue readers want? Why not find out more about how you can sell it in

VOGUE'S
Shop Hound Department
420 Lexington Ave., New York City

Hound

Draws a Bead



"A Real China Doll, please, and dress her just like Mamma." That's the kind of letter Mr. Claus got from very small Victorians, in the 'Eighties. And this is what the small Victorians got, if they'd been good girls.

The head, the tiny feet and hands are painted china, and the prim little body is stuffed with sawdust: an authentic copy of the dolls your Grandmother used to play with. She's been elegantly dressed in black silk moire, all fluted and bustled. And you can buy her at Krug's International Doll House, 2227 St. Paul Street, Baltimore, Md. ($5, prepaid.)

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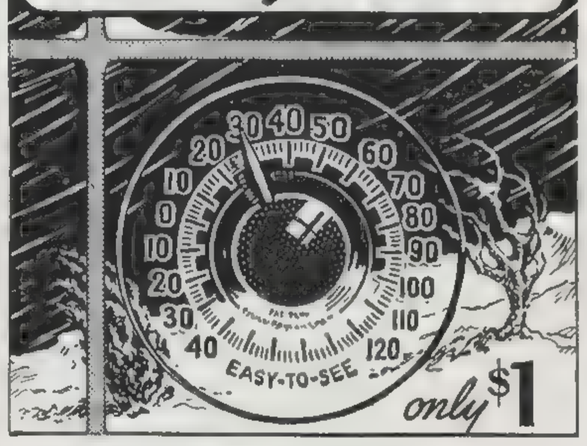

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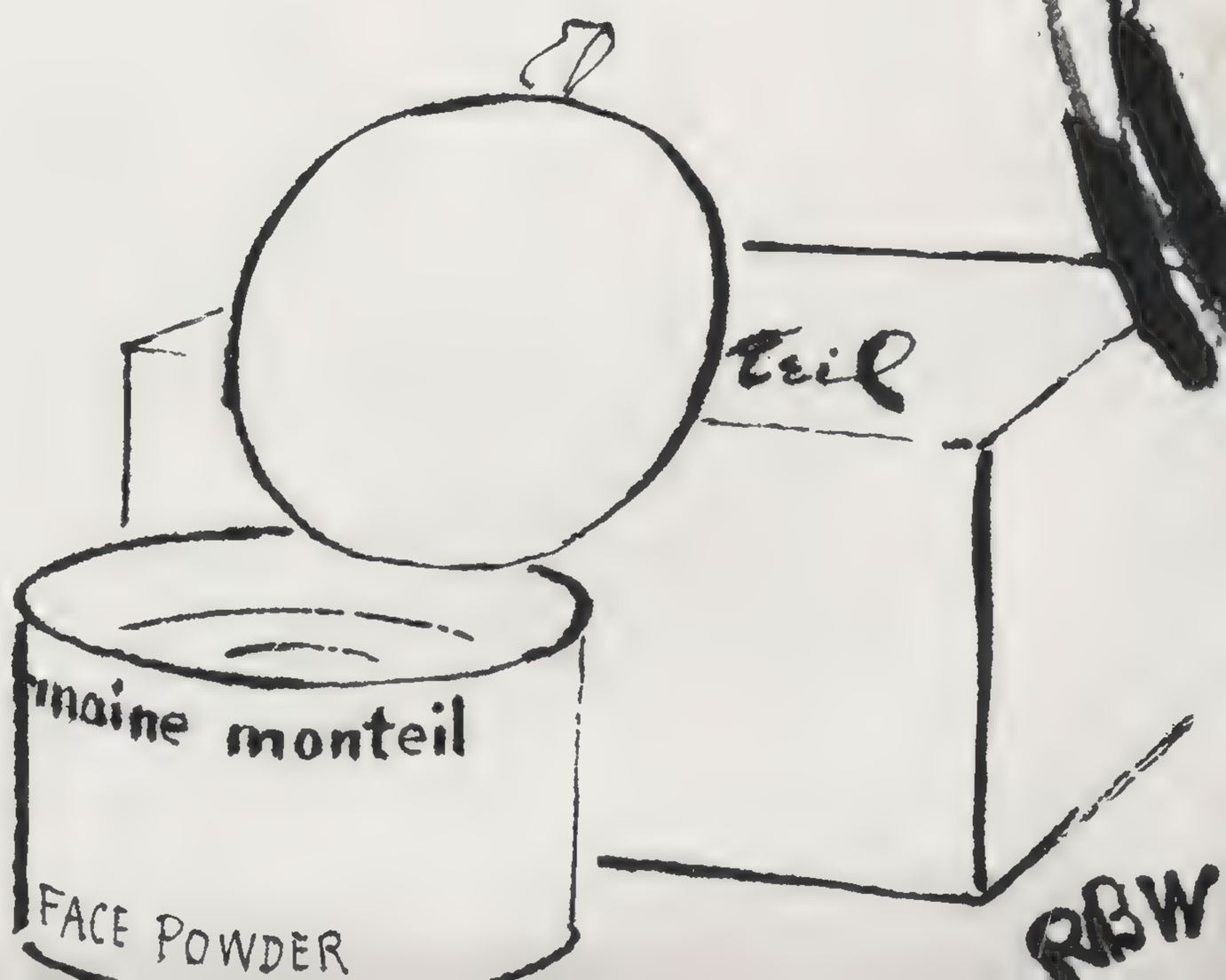

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VOGUE incorporating VANITY FAIR

BEAUTY ISSUE

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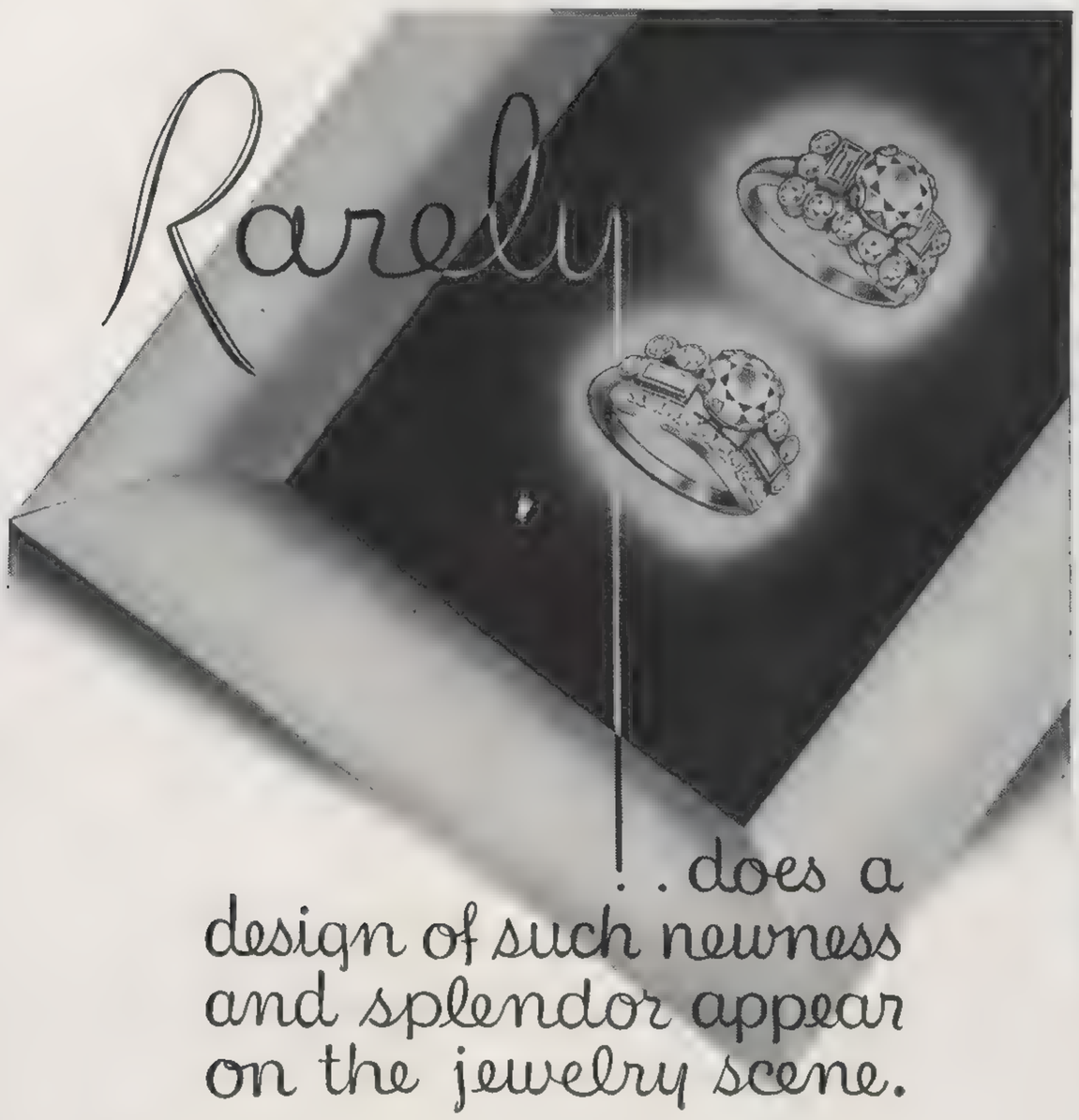
HORST

An un-classic beauty—one of today's young models, Bettina Bollegard. Enchanting contradictions—slanting eyes and high cheekbones, unusual in a small, round face—give her the look of beauty. Bright lipstick and nail polish compliment her colouring. Tiffany jewellery



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(Exclusive designs in this technique and prices for mounting your Solitaire on request.)

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WHAT HE WANTED!

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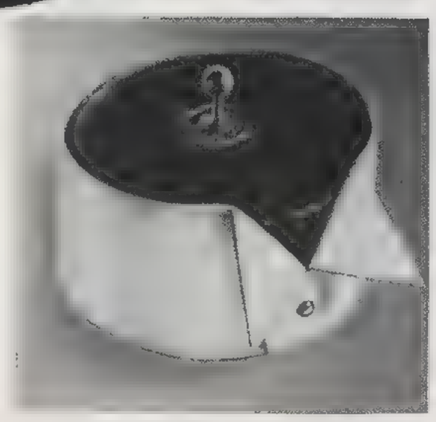

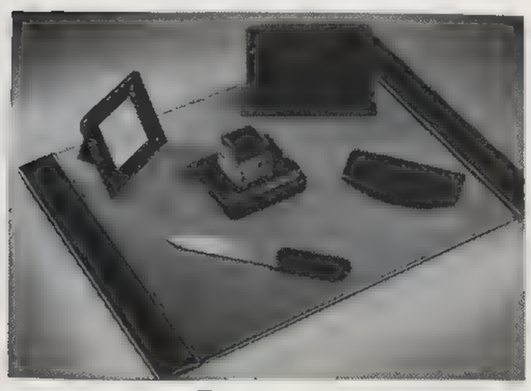

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Of grained leather in tan or maroon, with braided edges . . . $10.95

Reserve your copy of new Christmas Gift Booklet "V3"

HAMMACHER SCHLEMMER
145 E. 57th ST. NEW YORK, N.Y.

Shop Hound

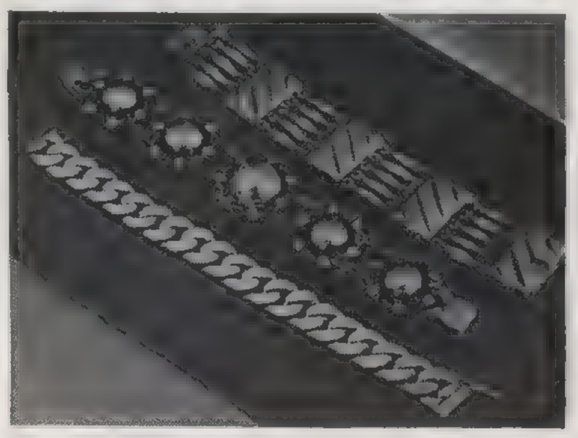
Gentlemen Prefer Suèdes in the shop of Martha West. They've been keeping a tally on what men buy for women there: and the amazing result is that 90% of the men choose something in suède for their gift-giving.

This shop, at 444 Madison Avenue, always has a colourful group of those soft, soft Scully suèdes, which the Californians love to wear. The colours are delectable, the tailoring impeccable.

We illustrate this whole ode to suèdes with a trench coat: destined for endless use, and endless admiration. It's a grey-blue suède, spot-lighted with military brass buttons ($69.50). There's a little cap to match: $15. And bright red gloves to contrast, $4.95.

Mix with Mexican. Add a dash of South-of-the-border to your bracelet collection.

Mexican silver jewellery has these charming virtues: it's hand-wrought, mellow in finish, original in design. And we love, especially, these bracelets, which prove it.



The Mexico Company (appropriately enough) carry these: The top squarish-linked one is $14; the round disk version is $3; the heavy, beautifully loose-looped chain is $10.

Write to this shop in Calexico, California.

VOGUE STUDIOS

He Lives in the Lighthouse, the Craft Shop for the blind, at 111 East Fifty-Ninth Street. And this appealing yarn Sealyham is just an example of the gaiety and charm of the gifts you will find there, this year. (He's $5.)

The Lighthouse has just reopened with an entirely new selection of gift ideas. And there's not a single trace of The Worthy Cause about one of them. Everything is just fun. Or just smart. Never, just useful.

The Lighthouse toys are both whimsical and educational, and have been most intelligently designed. The dolls are lovable. There's a knitted horse, wide of back and arched of neck, straight out of a circus. There's a set of house-cleaning implements—mop, carpet-sweeper, et al.—scaled child's size. And all are under $5.

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☐ I enclose $1.00. Send me 2 oz. bottle of perfume and Tiger Lily or Pine Cone Perfumer.
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'S

Eye View of Beauty

THE worst obloquy that can fall on an army is to be called "powder-puff soldiers". Nevertheless—we salute the powder-puff. In its quiet way, it, too, does its duty. The morale of the soldier, according to many military experts, depends on the civilian. And the morale of the female civilian, as all the world knows, depends in part on the powder-puff. Also on the hairpin, the mascara-brush, the lipstick, and the other all-important trivia of beauty.

It's definitely a duty—this business of looking beautiful. Of course, we don't advise giving it priority over everything else. But don't fall into that mental tank-trap of thinking that nowadays you Simply Haven't Time to Fuss over your looks. Because looking beautiful means feeling beautiful—and when you feel beautiful, you feel self-assured, confident, courageous, able to cope with life. Your confidence transmits itself to those around you. And that—in microcosm—is Morale.

ENROLL NOW for the courses in beauty you'll find in this issue. No previous training required. Classic features not obligatory. Only a few minutes' homework a day. And, for apt pupils, a prize—the prize of beauty.

THE LOOK OF BEAUTY

Revlon's
new shade
Hothouse Rose
in nail enamel • lipstick • cheek stick

Beautiful as lush, velvety roses by candlelight...with the sheen of priceless rose damask...like that one perfect rose you saw in your garden shimmering with dew. At last! "Hothouse Rose," the new Revlon shade you've been waiting for . . . away from the vivid reds into a rosy, romantic prettiness. Wear "Hothouse Rose" in that superb "seems-to-stay-on-forever" Revlon Nail Enamel to keep busy hands looking pampered and flawless always. And with it, to give your lips and cheeks that wonderful glow you get from rose-shaded lights, wear "Hothouse Rose" in the fame-making Revlon Lipstick and the Revlon Cheek Stick (cream rouge).

Nail Enamel, 60c • Lipstick, 60c, $1.00 • Cheek Stick, $1.00

TWEED
Tweed
perfume by LENTHÉRIC

Un-classic beauty

LET'S face it—beauty isn't a question of classic features, a head exactly one-eighth as long as the body, or any other hard-and-fast specification. Beauty is unpredictable, indescribable, often seeming to have nothing to do with the sum of its component parts. A woman with a pure brow, a chiselled nose, limpid eyes, and all the rest of beauty's supposed attributes, may be a blank in a crowded room. Another woman, whose features can be (and are) picked apart by green-eyed friends, may make men and women catch their breath.

If you *have* a Grecian nose, of course, it helps—in your quest for beauty. But if you haven't, you can achieve Famous-Beauty standing without it...and with, even, some actual defect in face or figure. There are plenty of examples in history: Cléo de Mérode, for example, had ugly ears, which she hid with her hair—thus launching a famous coiffure; Diane de Poitiers had bowlegs; Cleopatra, according to some waspish historians, had a long nose. Nell Gwynn had a long, rather chinless face; Madame de Pompadour had a plump little scallop of a chin; Emma—the ravishing Lady Hamilton—ran to fat; and the Empress Eugénie's eyes were too close together, and her bosom was over-large.

Compared to these, your problem, if any, is probably minuscule. It may even be imaginary. Perhaps, once, a candid relative tossed off some such remark as this: "You know, you'd be a raving beauty if it weren't for..." your eyes, your jaw-line, or whatever. Forget it. Francis Bacon, the Elizabethan sage, said, "There is no excellent beauty that hath not some strangeness in the proportion." Some "strangeness"...some peculiarity of feature, of build, or of walk, may not only not detract from the lustre of a beautiful woman, but actually add to it. It may give, to her beauty, its own special quality...the quality that people remember and talk about:

"Oh, yes—she's that tremendously tall girl who's so lovely-looking." Or: "Oh, yes—she's that beautiful girl with the amazingly wide mouth." You can think of a thousand such comments you've made yourself; a million you've heard men make.

On the following pages, we show you several beauties who are not, in the accepted sense of the word, classic beauties; whose faces break at least one, perhaps several, of the classical rules—and break them triumphantly. Study the photographs. And all through this issue, you'll find advice on how to circumvent, play down, or rise above, the faults in your own looks that you may think are a bar to beauty. Turn the pages—and think again.

THE LOOK OF BEAUTY (opposite): Part revealed, part concealed—timeless feminine strategy for achieving the look of beauty. Done, here, with a mask of veiling, a deep, deep décolletage, pink gloves, a coxcomb of flaming geraniums, profligate jewelled stars. Hat and jewels; Bergdorf Goodman

Un-Classic Beauty

HORST

Mrs. E. Coe Kerr, junior

MRS. KERR, who before her marriage was Mallory Mixsell, has the superb bone structure, the clarity of contour, the brown eyes and dark colouring of a head by El Greco. Classicists might have said, "The face is too long and thin, the cheekbones are too pronounced," but 1941 appreciators see in these departures from the classic proportions an individuality that adds to, rather than subtracts from, the sum total of her unquestioned look of beauty

MISS BOISSEVAIN, who is only seventeen years old, has a childish heart-shaped face and delicately pointed chin, contradicted by a strongly aquiline nose and an Oriental uptilt to her well-defined eyebrows. But these very contradictions... together with her porcelain-like fragility, her light blond hair, and green eyes...give her her personal look of beauty

Miss Cynthia Boissevain

Miss Patricia Foss

MISS FOSS, who made her début three years ago in New York, has the thoroughly American type of fresh, healthy beauty. She has honey hair, a smooth skin, blue-green eyes, and—the classicists would say—a nose a shade short, lips too curled for perfection. But her bloom and her fair colouring and her freshness give her an indisputable look of beauty

UN-CLASSIC BEAUTY

A MUCH better judge of beauty than legendary old Paris with his golden apple is to-day's camera. And according to its pitiless eye, these two young women—Georgia Carroll and Kay Aldridge—are two of to-day's most photogenic beauties. Both began their careers as Vogue fashion models, both are Warner Bros. starlets; both make a profession of being beautiful.

Old Paris might have said that Miss Carroll's chin is too prominent, her face too apple-cheeked; that Miss Aldridge's figure is too Junoesque, her face too circular. But no modern notices these little departures; and any camera will prove that both have the features, the colouring, the figures that give them the undisputed look of beauty.

GEORGIA CARROLL (this page) poses in a dress of black and rose Crown Tested rayon jersey. Her figure is perfect for a dress like this—with its accent on décolletage. Dress; Henri Bendel. Jewels from Udall and Ballou

KAY ALDRIDGE (opposite page) posing in a dress of black silk crêpe, tulle, beads. Her figure is perfect for a dress like this—with its accent on hips. Jean Schlumberger designed the dress for Chez Ninon...also the jewels

RAWLINGS

RAWLINGS

THE ONE-TWO-THREE OF BEAUTY

Surface Beauty

Natural is the way you want your skin to look. Artful, the way to achieve it

HAVE you ever thought how true it is—that cliché about beauty being skin deep? A woman can seem utterly beautiful, with every single feature imperfect—*except her skin.* Eyes, nose, mouth, cheekbones, all can deviate from the flawless, classic ideal. But her complexion *must* be lovely, or the whole picture will be spoiled. And—pleasant corollary—*no* woman who has a beautiful skin can ever be entirely unattractive.

This is the unchanging ideal—a soft, smooth, clear skin—that women have always wanted and gloried in and needed, to be beautiful. But *fashions* in complexions change, just as fashions in clothes do.

In the eighteenth century, the pink-and-white complexion was a "must," and beauties bleached, powdered, and painted themselves into fine, porcelain perfections through which no natural blush ever showed. Victorians liked their women pale, with many a tender blush. It was not until after the last war, that women wanted to be "nut-brown maids," either with sun-tan or with dark, dark make-up.

And now, once again, there's a tremendous new fashion in complexions, dictated—as are all today's big fashions—by "what men like." And what men like is that effect which they vaguely refer to as "natural-looking." They hate your make-up to be shocking, startling, over-exotic. You may disagree with their ideas privately, but you'll abide by them all the same. For with the world the way it is today, it's your duty to be beautiful—and on men's terms.

Of course, all this doesn't mean you must go back to the rice-powder, geranium-leaf, colourless-pomade type of make-up. You may have to dip into twenty pots and jars on your dressing-table, to achieve what men call, trustingly, a "natural look." Although your ultimate aim is to look fresh and natural, your means may be incredibly devious and artful.

THE ONE-TWO-THREE OF BEAUTY (opposite)

First step—keep your skin clean, shining clean, with soap and water, as here, or with cleansing cream if you prefer. Second step—keep your skin soft, baby-smooth, with a good emollient cream; and protect it with foundation cream. Third step—keep your make-up natural-looking, keyed to your skin and eyes. (Further ideas in the article above.)

For instance, if your skin is normally rather sallow, you might use a wonderful clear liquid that will give you a faint, rosy, all-over flush of pink. There are liquids and cream rouges that blend so delicately, so nearly imperceptibly, that you almost wonder why Nature even tries.

In all the vast circle of your friends and acquaintances, there's probably not one woman under sixty who pretends that the colour of her lips is natural. But today's trend is definitely away from lipsticks that shriek at Nature. If your lipstick contrasts pleasantly with your eyes (see page 52), and if it blends attractively with your skin, it's entirely eligible for what we call the "natural trend in make-up."

AS FOR eye-shadow...remember that its function is to compliment your eyes, *not* to call attention to your eyelids. Choose a shade that's like the faint shadows which actually appear sometimes at the inner corners of your lids; it, more than anything else, will truly accent your eyes.

Another way of making your eyes look larger is to draw, with a light brown eyebrow pencil, a line along your eyelid just above your lashes. You can extend the line up and out at the sides, to widen and faintly slant your eyes.

Consider the now-hackneyed poetic phrases for skin loveliness: ivory, alabaster, pink-and-white, peaches-and-cream. Keep them in mind when you are buying face-powder. Which is, or could with a little help be, yours? Don't force yourself into an alien pink-and-whiteness if you have fine ivory potentialities. Don't decide the tone of your skin from a powder-box. Remember that what you are looking for is a beautiful skin, not a beautiful mask.

There are differences in types of powder, as well as in colours. A light-weight powder can be used with a very fresh young skin that only needs the "top shine" taken off. It's prettiest, too, with an older skin, a thin one, that you don't want to spoil with a heavily made-up look.

Medium-weight powder clings sufficiently for most skins, and it's nearly always best for the average skin. You only need a really (Continued on page 121)

In Touch with Today . . .

The hands that are at work today can be both beautiful and busy

To the tip of your fingers, your beauty is a continued story, and the nails are the last word. Your hands speak for you every day—knitting, folding Red Cross bandages, tying Bundles for Britain, making a line check on a plane, wielding the gavel at a relief committee meeting. They tell how you are meeting the strident demands of these days when each one of us is asked to assume new responsibilities. They betray uncertainty beneath careful poise. They show the serenity of your secret self.

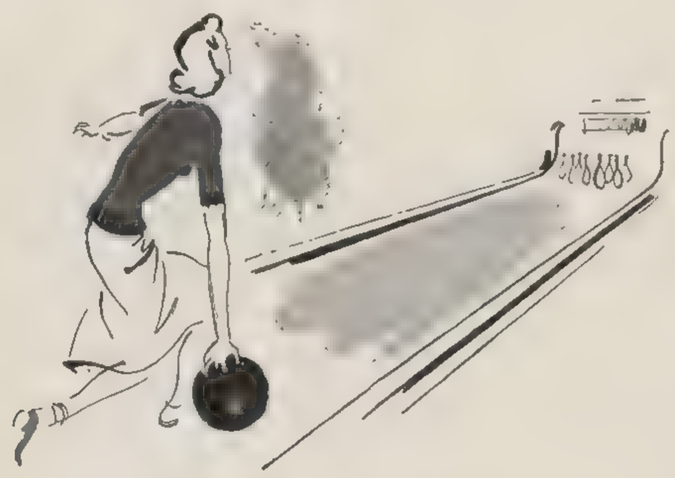
Because there is enough excuse these days for wringing of hands and gnashing of nails, the world wants to look at steady hands—sure of touch, sure of their purpose, conveying a conviction that they have a firm grip on life, and hold it without fear.

Futile fingers and languishing wrists may have looked beautiful to another era. Today we see the beauty in strength, in capability, in hands that show a concern for actualities. And those hands that care, in their turn deserve to be well cared for.

Helping hands. Perhaps you're lending a hand in defense work—taking a mechanics course, doing canteen work, canning vegetables for the A.W.V.S. Long nails (such as the picture left) are for leisure—talons can't tinker around engines. The best strategy is to file your nails only a little longer than your fingers, then apply polish down to the cuticle. The nails will give an illusion of length, as you see (right, above).

This allows anyone with a hand on things—whether typewriters or bowling balls—to stop worrying about broken nails. Though your work is man-sized, you remain entirely feminine in your vanity. Wear gloves whenever you can. Work and weather have no unkind effects if you rub lotion on your hands afterwards, use sleeping mitts at night. Then your hands can be both busy and beautiful.

The health line. If your nails chip, calcium deficiency is your demon, so dutifully drink milk. Stubby fingers can be made to look longer if you borrow this theatrical trick: Use a nail polish the same colour as your skin—the continuance of colour gives illusion of length. If you bite your nails, keep them so perfectly manicured that you shudder every time you are tempted to massacre that perfection.



Time on your hands. Thirty minutes, once a week—your time or a professional's—can keep your hands impeccable. If you do them yourself, here's how. Clip and emory the tips, never the sides. Remove old polish, scrub with soap and water. Push cuticle back with a towel—to prevent hangnails. Apply a base, and two coats of polish 'way out over the edge, and a clear sealing coat.

Nail nevers. Never let your nails grow long if they have a tendency to curve under—they'll look like beaks. Never toy nervously with polish. Never bore a man with the Dolorous Ballad of a Broken Nail. If you promise not to discuss the operation, here's an adroit way to patch it. File the edges thin, attach the broken piece with special nail cement, allow it to dry for a moment. Cement a wisp of face tissue on both sides, tuck it over and under the patch. After it dries, smooth your carpentry and congratulate yourself—privately, not publicly. The process is never dinner talk.

BEAUTY IN HANDS (opposite)

"Your hand is a woman of itself," said Andrea del Sarto to his lady. Before and ever since, men have felt that way about hands, often seeing in them the Whole You.

As in this picture, hands are the reflection of beauty—and often the reflection of taste and health and capabilities. Certainly these hands are a reflection of the times. Beautiful and well cared for as they are, they show—in the new, shorter, more rounded nails—an ability to have a hand in getting things done.

HORST • CONDÉ NAST ENGRAVING

Beauty in Your Own Hands

KEY YOUR MAKE-UP

BLUE EYES. Make up with the blue and cyclamen tones on this fan. Left to right: daytime lipstick, day eye-shadow. Night eye-shadow; dark evening lipstick

GREEN EYES. Bring out their colour with these shades. Left to right: orangey daytime lipstick; green eye-shadow (day or night); ruby-red evening lipstick

COLOURS TO YOUR EYES

HAZEL EYES. Make up to them as shown on the fan. Left to right: clear red evening lipstick; green-blue eye-shadow (always!); tomato-red day lipstick

BROWN EYES. Follow clockwise for your true make-up colours. Blue eye-shadow, raspberry lipstick by day. Violet eye-shadow, plum-red lipstick after dark

HORST · CONDÉ NAST ENGRAVING

IS IT NATURE?..OR IS IT ART?

Shall I... Shan't I... DYE?

Do you like the colour of your hair? Have you thought of changing it? Here are all the facts on the matter

TWENTY years ago, you would have had to be terribly courageous just to whisper a question like that to yourself. Ten years ago, you might have said it aloud to shock your best friend. Today, those words have lost their melodrama, and the process itself has respectably come of age.

If you choose to dye your hair, you do so; if you choose not to, you don't. Your decision will depend entirely on your considered opinion of whether it will make you more beautiful...and that is the *only* thing it should depend on.

But—suppose you just can't make up your mind about it; suppose you just can't be sure whether you think it will make you more beautiful? Changing the colour of your hair is, after all, a more decisive step than changing the colour of your finger-nails. You don't want to act on pure impulse. How can you be *sure?*

WELL, you might start by asking yourself some questions. Can you trust yourself to choose a shade that is not only attractive itself, but really becoming to your complexion and your eyes? Will you promise not to expect the impossible—will you understand, for instance, that while brown hair or red hair may make you look somewhat younger than grey hair does, it still won't slice decades from your looks?

Have you counted the cost? Not steep, it's true, in money—but considerable in time and care and conscientiousness—and definitely not for women who are careless about their grooming.

If you can pass this stern questionnaire, you're ready to proceed with full confidence. Call up your favourite hair-dresser...if you feel sure he's pretty wonderful. If you don't, inquire around and investigate until you do find one you completely trust.

From then on, you'll leave everything in his hands. Make your appointment, and tell him all your problems. Most important, give him full details on any previous touching-up you may have done, for he must take all this into account in dealing with you now. (You must tell him also about the state of your health, and about any drugs or medicine you've been taking.) The way your hair is now, and the way you want it to be, will determine what kind of product will give you the best results. All grey hair, for instance, is not treated in the same way. If you have white hairs pretty evenly distributed throughout your head, in a sort of "pepper-and-salt" effect, you can have it dyed most beautifully with one of the oil shampoo tints. If the grey is patchy-looking, though, one of the standard dye preparations will do the job much better for you.

The shampoo tints are dyes, too, of course, but with a difference. The standard dyes require a preliminary "softening" of your hair. This means that peroxide, or some similar preparation, is applied first, to soften your hair and make it ready to receive the dye.

When you use shampoo tints, you need have only a single operation, instead of this double one. No pre-softening of your hair is necessary; ingredients in the oil tint itself do all this work for you.

Each of these types of dyes comes in a range of eighteen shades—which have been carefully worked out to include all the natural hair colour groups.

ON the whole, the happiest thing to do is to choose a colour very like your natural, original one, with perhaps just a shade or two of improvement—an added glint, say, of russet or gold, if your hair has always had nice high-lights in it.

One other thing—you're almost certain to want a darker shade than your hair-dresser recommends for you. *Don't* insist upon it, though. Trust him. The dye always looks lighter in the bottle than it will on your head. Remember that the colour *develops* after it has been applied, and it's your hair-dresser's job, not yours, to know what shade in what strength will achieve the exact final effect you want.

After you have settled upon the product and the colour, you are ready for your "patch-test." All dyes contain certain ingredients to which some persons are allergic. (This has nothing to do with their excellence; allergies can occur with every substance in the world.) To make sure that you are not one of the unlucky few who react unfavourably to dyes, you take the patch-test first. Even now, though, after all the preliminaries, you'll want—and your hair- (Continued on page 98)

IS IT NATURE? OR IS IT ART? (opposite)

Frankly, it's art...plus optical illusion. A spot-light makes her hair seem red; a hair-dresser's talent has helped it to be blond. (For, whisper it, the lady was born a light brunette!) If you're considering changing the colour of *your* hair, be sure you enlist artistry as great as this, and have "lights" as pretty, though more enduring. Details—in the article above

RAWLINGS

Fluid Slim as

Small wonder, if the lines of this dress look familiar. They're taken from the slim, draped-glass bottle that holds Lucien Lelong's "Indiscrete" perfume. Lelong himself was the designer of the bottle—one day he picked up a handkerchief, was struck by the fluid lines, had them copied in glass. Now, they're again copied—this time in white Celanese rayon crêpe, with the same drapery, big bow, as the bottle. Dress, $39.95. Dress and perfume from Altman; J. L. Hudson, Detroit

Drapery a Veil

Another dress with the same handkerchief drapery as the Lelong "Indiscrete" bottle. See how the folds ripple at the slit skirt-front. Notice the sculptural lines—nice for young or not-so-young figures. The dress itself is of black rayon crêpe, its waistband studded with black nailheads. Add a head-dress of black ostrich—and, to keep in the spirit of the design, a whiff of Lelong's "Indiscrete" perfume. Dress, $39.95. Dress and perfume at Altman; Scruggs-Vandervoort-Barney, St. Louis

BLACK STAR

POUND FOOLISH

10% REDUCTION DIET

This reducing diet was planned by the Nutrition Clinic of the New York Hospital

THIS is a diet specifically designed for those of you who wish to take off approximately one-tenth of your present weight. On this diet, you will grow slimmer at the rate of about two and a half pounds a week ...just slowly enough to keep you healthy, just fast enough to keep you pleased.

If you're more than ten per cent. overweight, your problem is a very special one, requiring the advice and supervision of your physician.

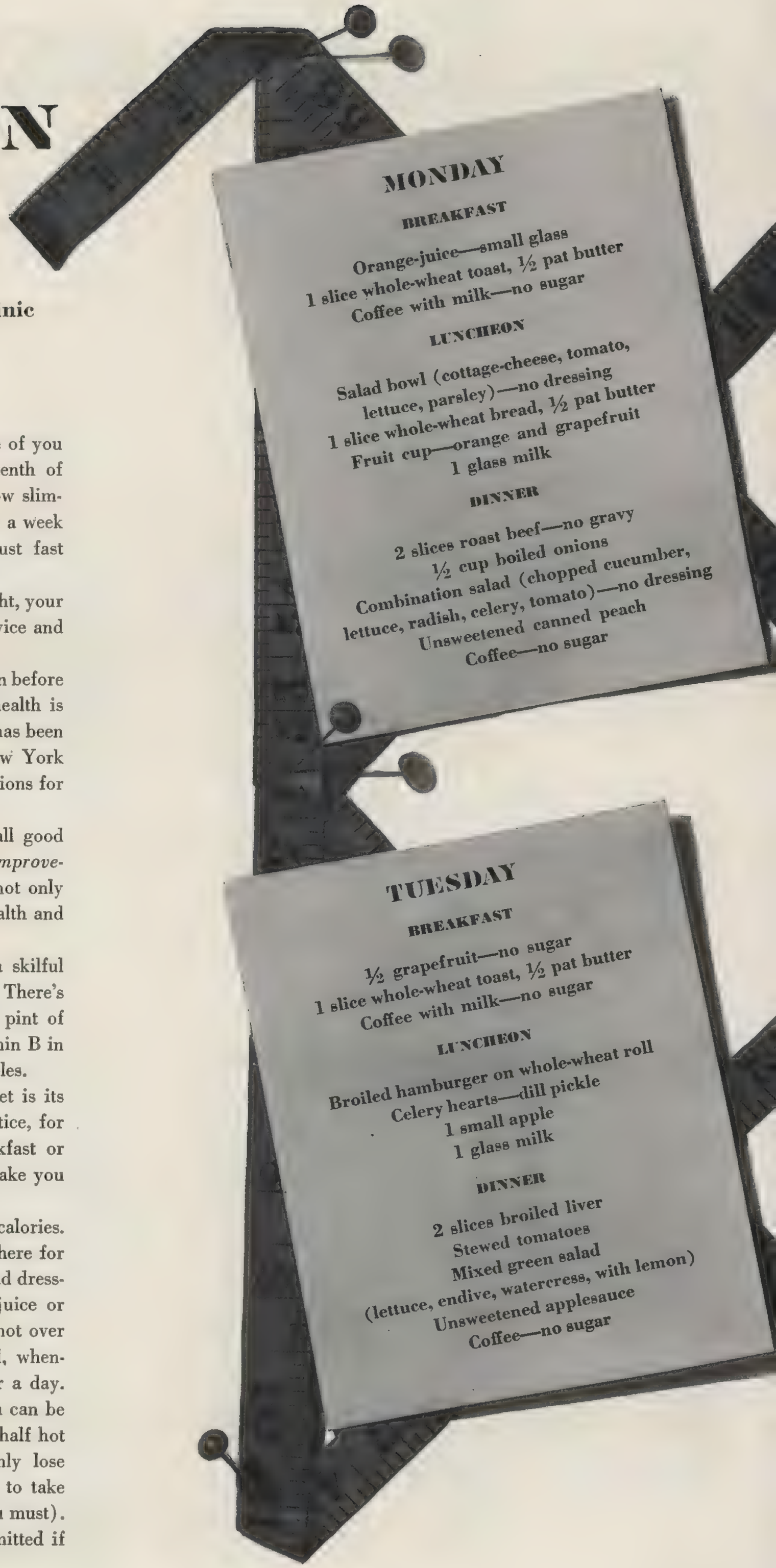
You must, of course, consult your physician before embarking on *any* diet—but if your general health is good, he will probably endorse this diet. For it has been worked out by the Nutrition Clinic of the New York Hospital, which makes successful food prescriptions for a thousand patients a month.

This Clinic—like all good doctors and all good dietitians—is concerned primarily with the *improvement* of your health. The diet, therefore, will not only take pounds *off* you; it will also add greater health and well-being *to* you.

It will do all this because it contains a skilful balance of proteins, minerals, and vitamins. There's calcium and phosphorus for you in the daily pint of milk; Vitamin A in the milk and butter; Vitamin B in the bread; Vitamin C in the fruits and vegetables.

One thing you may notice about this diet is its amazing lack of stringency. It has variety (notice, for instance, that you needn't eat the same breakfast or lunch every day). It has enough proteins to make you feel satisfyingly well-fed.

Each day's meals contain about 1,100 calories. Omit *none* of the allowed foods; they are all there for specific nutritional purposes. Notice that no salad dressing is included—though you may use lemon-juice or vinegar. Have your meats without fat; steaks, not over six ounces. Use fresh fruit instead of canned, whenever possible. Drink about six glasses of water a day. Drink two glasses of milk a day, part of which can be used up in coffee. (Try breakfast coffee that's half hot milk.) *Don't* give up salt; doing so will only lose liquid from your body, and it's *fat* you want to take off. You may not have sugar (saccharine, if you must). And a third slice of dark bread a day is permitted if you crave it! And...finally...*no* cheating!



Lift this fold, don't cut ➔

WEDNESDAY

BREAKFAST

Sliced orange
⅔ cup whole-wheat cereal with milk—no sugar
Coffee with milk—no sugar

LUNCHEON

2 hard-cooked eggs on lettuce—no dressing
1 slice whole-wheat bread, ½ pat butter
Slice unsweetened pineapple
1 glass milk

DINNER

Broiled steak—mushroom caps
6 asparagus tips
Sliced cucumber and radish and lettuce salad
2 unsweetened canned apricots
Coffee—no sugar

THURSDAY

BREAKFAST

½ cup unsweetened applesauce
1 slice rye toast, ½ pat butter
Coffee with milk—no sugar

LUNCHEON

Swiss cheese sandwich on rye bread
Lettuce salad with lemon
1 small fresh pear
1 glass milk

DINNER

2 slices roast lamb—no gravy
½ cup carrots and ½ cup cooked celery
Baked apple—no sugar
Coffee—no sugar

FRIDAY

BREAKFAST

Orange-juice—small glass
1 slice whole-wheat toast, ½ pat butter
Coffee with milk—no sugar

LUNCHEON

Stuffed tomato—no dressing
(seafood and chopped celery)
1 slice rye bread, ½ pat butter
½ grapefruit, 1 glass milk

DINNER

Baked or broiled whitefish with lemon
½ cup diced beets
Shredded cabbage and green pepper, with vinegar
Unsweetened canned cherries
Coffee—no sugar

SATURDAY

BREAKFAST

Unsweetened grapefruit-juice
1 slice whole-wheat toast, ½ pat butter
Coffee with milk—no sugar

LUNCHEON

Tomato-juice—1 glass
Poached egg and buttered whole-wheat toast
Whole orange
1 glass milk

DINNER

2 broiled lamb-chops—no gravy
½ cup peas
Shredded vegetable salad (carrot, cabbage, onion on lettuce)
1 slice unsweetened canned pineapple
Coffee—no sugar

SUNDAY

BREAKFAST

1 sliced orange
1 slice rye bread toasted, ½ pat butter
Coffee with milk—no sugar

LUNCHEON

2 slices cold roast beef
½ cup spinach
1 slice dark bread, ½ pat butter
½ grapefruit, 1 glass milk

DINNER

Beef bouillon
Roasted or broiled chicken, 2 slices
½ cup string-beans
Relishes of celery hearts—dill pickles, radishes
Fresh fruit cup—no sugar
(orange and grapefruit sections)
Coffee—no sugar

Turn the page for diet and exercises that will keep these pounds off

BUST
1
2
3
WAIST
1
2
3
HIPS
1
2
3
THIGHS
1
2
POSTURE
1
2
EXERCISES
BUST – to enlarge it.
1. Press fingers together, elbows out, 20 times.
2. Stretch arms up, elbows back against wall.
3. Swing arms back and forth above head.
WAIST – to reduce it.
1. Lie on back, bicycle your legs, 30 times.
2. Touch right hand to left foot, vice versa.
3. Hands above head, sway waist in a circle.
HIPS – to belittle them.
1. Back on floor, spank hips from side to side.
2. Walk on your hips forward and backward.
3. Bicycle 30 times, lying on your side.
THIGHS – to reduce them.
1. Hold onto chair, swing leg back and forth.
2. Lie on stomach, spank thighs on floor.
POSTURE – to improve it.
1. Spine flat against the wall, legs apart, push your stomach and chin backward.
2. Push chest up, breathe out, braced on chair.
PAPER FIGURINES CREATED BY NINA RITTENBERG

STAY-SLIM DIET

This status-quo diet was planned by the Nutrition Clinic of the New York Hospital

You saw on the preceding pages our 10% reduction diet. On *these* two pages, you see its complement—a second diet, specially designed by the Nutrition Clinic of the New York Hospital, for you to follow after you have reduced to maintain the status quo.

This diet allows you between 1,600 and 1,800 calories a day—enough, in ordinary circumstances, to keep your weight constant, unless you are unusually active. (If you still lose, add more of the allowed foods.) As with the preceding diet, the foods in it are so balanced as to give you maximum nutritional values. But here you have much greater leniency—notice the bacon for breakfast, the creamed chicken for lunch, the *cocktail* you may have with your dinner!

About that cocktail (or high-ball, if you prefer). Yes, liquor is calorie-full, just as you've always heard, and you'll give it up entirely on a real reducing diet. But the Nutrition Clinic understands that when you're not actually reducing, you may very well want a cocktail every now and then—and this diet provides it.

The Clinic is, in fact, extraordinarily understanding about all such matters. If you consult them, they will make lists of all your food likes and dislikes, and then plan your menus to suit your preferences. If you can't bear milk as such, for instance, they will prescribe suitable and more palatable milk-substitutes.

But the meals here are, on the whole, pretty appetizing ones. And with the Light-Medium-Heavy plan (see the key below), you have still further variety—you might have, one day, a Heavy breakfast, Light lunch, and Medium dinner; the next day, a Medium breakfast, Heavy lunch, Light dinner. And so on.

If weight has always been a Problem for you, it's a good idea even after you've reduced to remain calorie-conscious. Then if you ever Fall from Grace and find that you've somehow gained three or four pounds, go back to your 10% reduction diet...just until the offending pounds are gone. With these two diets, you may really conquer the weight problem once and for all.

The menus opposite are coloured white, pale grey, and dark grey, to indicate that the meals are Light, Medium, or Heavy. Shuffle them as you wish—just so you have, each day, one of the Light meals, one Medium, and one Heavy.

BREAKFAST

Orange-juice, small glass
1 slice dark bread, toasted, ½ pat butter
Coffee with milk, no sugar

½ grapefruit, no sugar
1 slice dark bread, toasted, ½ pat butter
Coffee with milk, no sugar

Orange-juice, small glass
1 boiled egg
1 slice dark bread, toasted, ½ pat butter
Coffee with milk, no sugar

½ grapefruit
3 slices crisp bacon
Slice dark bread, toasted, ½ pat butter
Coffee with milk, no sugar

½ grapefruit
½ cup cooked cereal, whole grain, with milk
1 glass milk
1 egg or 3 strips bacon
1 slice dark bread, toasted, ½ pat butter
Coffee with milk, no sugar

Orange-juice, small glass
1 fried egg
3 strips crisp bacon
1 slice dark bread, toasted, ½ pat butter
Coffee with milk, no sugar

LUNCHEON

Salad bowl: Cottage-cheese, tomato quarters
with lettuce, no salad dressing
1 slice dark bread, ½ pat butter
1 glass milk

Broiled hamburger on ½ whole-wheat bun
1 glass milk
1 fresh fruit

American cheese sandwich
on buttered rye bread with lettuce
Celery hearts, dill pickle
1 glass milk
1 fresh fruit

1 lamb-chop and spinach
1 slice dark bread, ½ pat butter
1 glass milk
1 fresh fruit

Creamed chicken on ½ slice toast
½ cup green beans
Tomato and lettuce salad, no dressing
1 whole-wheat roll, 1 pat butter
1 glass milk
Sherbet

Tomato-juice
Vegetable plate with poached egg
(spinach with lemon, shredded beets and carrots)
1 whole-wheat roll, 1 pat butter
Canned fruit
1 glass milk

DINNER

Roast beef, no gravy
½ cup shredded beets
Mixed green salad, no dressing
Fresh fruit
Coffee with milk

Broiled steak
½ cup diced carrots
Chopped lettuce and raw spinach salad with lemon
Fresh fruit
Coffee with milk

Cocktail or high-ball
Tomato bouillon
Roast veal, no gravy
Baked potato, 1 pat butter ½ cup peas
Shredded vegetable salad, no dressing
Stewed fruit Coffee with milk

Cocktail or high-ball
Broiled lamb-chops
Parsley potato ½ cup carrots
½ cup spinach with hard sliced egg
Mixed sliced grapefruit and oranges
Coffee with milk

Cocktail or high-ball Fresh fruit cup
Roast chicken, no gravy
Mashed potatoes ½ cup string-beans
Celery hearts, radishes, carrot strips
1 square plain cake
Coffee with milk

Cocktail or high-ball
Broiled filet mignon
Small baked potato, 1 pat butter
½ cup spinach
Sliced tomato salad, no dressing
1 dessert, no pie or ice-cream
Coffee with milk

Coiffure, Hat: Made for

RAWLINGS

MYTHICAL as the golden helmet above appears, it was meant, not for ancient Athena's head, but for a contemporary one. Half-hat, half-coiffure (silver plated with 24K gold), it's an evening fantasy of Bergdorf Goodman's. But more than fantasy. It's a symbol of the new sleekness going to heads.

By day, you won't go to quite such an extreme. But the trend is in that direction. Hair neat as a pin—just a suggestion of curl. Fewer pompadours, but soft swirls above the brow. Sides brushed up smoothly. Back hair disciplined into rolls, swirls, chignons. Coiffures that cooperate with your new hat. On the next three pages—nine of these new coiffures and the hats they aid and abet.

Each Other

HORST

The cart-wheel—huge black felt one plus a big black rose, Chantilly lace. Walter Florell.

The coiffure—sleekly brushed up at sides and back, soft swirls on top. Michael of the Carlyle

The off-face hat—a silk satin one in black, low in back. Braagaard.

The coiffure—hair parted in the middle from brow to neck, and swirled up in neat side rolls. Roger Vergnes

RAWLINGS

The hat—ear-muffs of turquoise feathers on a tiny black felt skullcap. Lord and Taylor.

The coiffure—a new decorative roll across the head, back hair brushed up smoothly. Laurent

The Coiffure for the Hat: continued

The toque—pailletted black wool and rabbit's-hair, minimum coverage. Sally Victor has it.

The coiffure—curls all around—one large one at back, neat flat ones at the sides. Charles Bock

The bonnet—black felt, velvet-ribboned. Brimless back, bare brow. Bergdorf Goodman.

The coiffure—huge, soft curl fills out the back, soft rolls fill out the front. J. Schaeffer

The off-face hat—grey-green felt, covering much hair, baring your brow. Helen Liebert.

The coiffure—off-face, too; swirl in the front, space-filling roll in back. Werner of Switzerland

ALL JEWELS: BLACK, STARR AND GORHAM

The babushka—black silk velvet, gold-colour braid. It is almost backless. John-Frederics.

The coiffure—sleekly swept up at the sides, a loose roll in back. Emile of Madison Avenue

The profile hat—a veiled pouff of burgundy coq feathers, part of your coiffure. John-Frederics.

The coiffure—gently brushed up sides, neat curls above brow. Robert of Robert and Jacques

The cap—black felt, perching on head. Wool braids tied with cerise velvet. Lilly Daché.

The coiffure—fullness in front via bangs, fullness in back via roll. Fred the Hairstylist

RAWLINGS

RAWLINGS

Lady in the Dark Dress

GERTRUDE LAWRENCE, brilliant star of the seemingly imperishable hit, "Lady in the Dark," gives generously of her off-stage time to war-relief charities. On these pages, she is photographed in the two after-dark dresses she has chosen to be sold all over the country as "Gertrude Lawrence Fashions," with a percentage of the proceeds to be divided among the British War Relief Society, Bundles for Britain, and the British-American Ambulance Corps.

Above: Black dinner-dress—with the beloved look of tight bodice, full skirt: a Celanese rayon jersey top, shadowy rayon net skirt, chalk-white sequin flowers on shoulder and hip. $49.95.

Opposite: Black dancing-dress—an off-shoulder bodice of Celanese rayon faille, drifting rayon net skirt, strewn with glittering gold paillettes. $69.95. Both dresses at Saks-Fifth Avenue.

Gertrude Lawrence

Perfume — the fourth dimension of Beauty

LISTEN to Solomon singing—"I rose up to open to my beloved and my hands dripped with myrrh and my fingers with sweet smelling myrrh upon the handles of the lock." That's a heady picture, strongly scented. Remember the terrified Helen, after the sack of Troy, at last face to face with Menelaus in a murderous fury—when the sweet-smelling unguents of her braids melted his anger in the memory of their old happiness? Wherever beauty, wherever love, wherever luxury flourished in the long, long past, there is a cloud of cinnamon, of spikenard, of lilies and narcissus. The Past was fabulously, faintingly sweet-smelling.

To-day, perfume is more a private matter. No one can look back on this decade and say the 40's loved their gardenia as the 1900's loved patchouli and the Tudors loved their roses. But to-day your special public should think of You and be filled with the memory of your flavour. Scent runs along with memory and holds the door open. Scent is that characteristic of yours that lives in the air all about you. Scent subtly establishes your presence in a room.

SOME perfumes are Occasion Perfumes—to be chosen like wines for a dinner. Some perfumes are tuning-forks for moods. But your real perfume stays with you through years and years. And it means "you" to the people who know you as truly as the tilt of your head as you speak. Perfume is your beauty's fourth dimension. And the most easily acquired of all beauty's allies. Choose your perfume by following your nose! If you've found your perfume you know it. It comes to you as surely, suddenly, as love-at-first-sight.

Perfumes are completely emotional. A woman's reaction is swift and definite. Haven't you heard women say, "I simply hate whatever that is she's wearing"—or the equally intense reverse—"That is the most divine smell in the world!" William Cowper, two hundred years ago, sniffed —"I cannot talk with civet in the room!"

Englishwomen, young girls, blondes, are supposed to love light, sharp-sweet flower fragrances. Dark Latin-cast types and the sophisticates of urban America are supposed to like them heavy, aphrodisial. But let your soul—not your pigmentation—pick your perfume.

In addition to your Identity Perfume, choose another as a counter-balance—to carry the second-melody, to make Number One all the more delicious when you return to it!

Since perfume is so precious and so perishable, there are some unwavering rules for its care: Spray it directly on your skin, your hair, so that the warmth of your body releases the scent and sends it around you like a hovering spirit. Keep it in seclusion! In the cool dark. Keep it tightly stoppered. Taking only a little at a time for your atomizer. If it has "turned" and is rancid, put it out of your life. There is no way back. Never hoard perfume—enjoy it.

And there's no reason to hoard perfume today. Because there are new happenings in America in the perfume field.

French perfume is a distinguished, a venerable refugee. Since the twelfth century, France has been the perfume centre of the world. Most of the great French houses have long had branches here; the others are transplanting themselves. As Holland, simply through the routes and ruts of trade, became and remained the diamond-centre of the world —although no diamond ever "grew" in Dutch earth—so Paris was the assembly point, the clearing-house, for the scores of costly ingredients that blend to perfume.

Now, that clearing-house phase of France's perfume business has shifted across the Atlantic. And to America come the extracts that give perfume its pungency. Musk from the hands of Chinese hunters who stalk the fearful Atlas and Himalayan plateaux looking for male musk deer. And castor from Canadian and Russian beaver, and civet from Abyssinian civet cats. The "fixative" that holds perfume and keeps it from dissipation into the air, gums, and balsam put out from Asia Minor, Siam, and Sumata for Manhattan. And famed ambergris, that calculus like a mammoth gallstone from a whale who has eaten too many fish, finds its way to the Port of New York.

THERE are enough essential oils, there is enough concentrate, to keep us in our favourite perfumes for two years more. But the news, far more amazing than the shifting of markets and the sprouting of new shoots when the branch is gone, is the sudden flowering of really brilliant new perfumes. Perfumes that we have been assured occurred only once in a generation in the test-tube of a star-blessed chemist, have sprung up out of laboratories. These are proud perfumes with imagination and depth and strength and fire—to make Beauty's fourth dimension incalculable.

MRS. HARRISON WILLIAMS (opposite)

With her cool beauty, her great distinction, Mrs. Williams is one of the most striking figures on the New York scene. She is working now for the Soldiers and Sailors Club; poses, here, beneath her most recent portrait—a pastel by Henri De Bach

HORST · CONDÉ NAST ENGRAVING

Mrs. Harrison Williams

NEW PLAIDS, NEW SLACKS TO LIVE IN THE COUNTRY

SIGNS to follow in the country: New slacks—all of them are growing narrower. Hats hugging the head like helmets. Black sweaters—everywhere. New coats with linings that contrast giddily. And the liveliest of plaids.

• PLAID SUIT (above). Deep in the Pennsylvania Dutch country—she wears a suit meant for country ways. It's a Glen Plaid of imported British tweed; $55. Head-hugging cloche of brown felt; $5.95. At Peck and Peck

CREATCOAT AND SLACKS (left). Coat of startling black, red, and white plaid tweed—newly lined with red silk and newly faced with red wool. Creed design; $145. Narrow-ankled slacks of black cavalry twill (wool-and-cotton); $12.95. The ubiquitous black sweater—of Botany wool; $5. Add a new black helmet. Versatility note: Coat goes over suits; slacks with many a top; sweater with many skirts. All from Bonwit Teller; I. Magnin

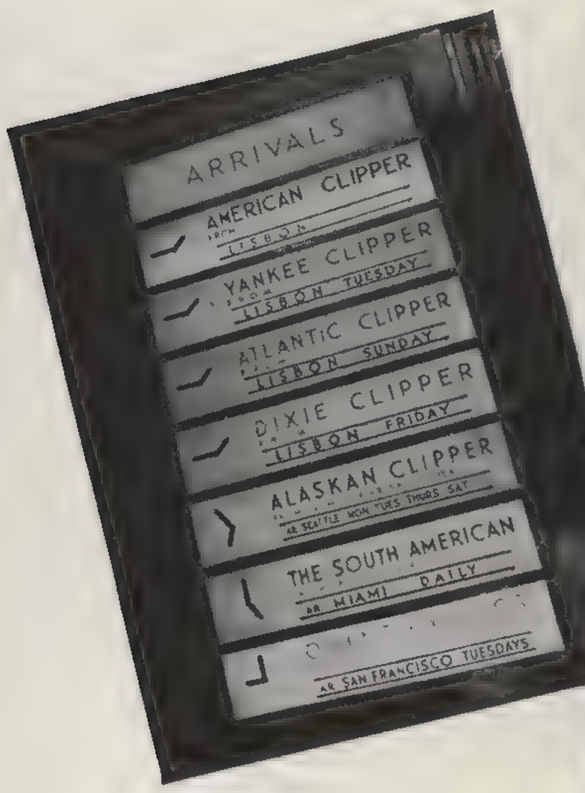
TONI FRISSELL

JACKET AND SLACKS. Chunky jacket of navy-blue chinchilla-cloth, newly lined with wine jersey; $27.95. New tapering slacks of wine-red flannel; $12.95. Both of Hockanum wool. New-way jerkin of yellow wool and rabbit's-hair, worn over a white spun rayon shirt; $7.95 each. All are at Peck and Peck

SLACKS TAPER

TONI FRISSELL

Mrs. John G. Winant, wife of the U. S. Ambassador to Britain, faces the barrage of newsreel cameras at LaGuardia Airport, five minutes after landing



Baron Robert Silvercruys, Belgian Minister to Canada, arrives—the diplomatic pouch sealed fast to his wrist

Chinese girls waiting for friends, crowded by autograph-hunters who meet every plane

From Europe across to America, from danger to safety and peace, come those who have seen war: head-liners, and secret emissaries, and frightened refugees

BY SIR PHILIP GIBBS

Sir Philip Gibbs, famous English author here on a four-month lecture tour, parries six interviewers at once on his first visit to the U. S. since 1922

Newshawks at LaGuardia Airport, eager for head-liners—twelve of them appear on routine days, forty when the Clipper is heavy with celebrities

THE Clipper, the most romantic airship in the world today, is the only sure link between a world at war and a world at peace. To get a chance of boarding one of the three Clippers which make this service, men and women have risked desperate adventure to reach the airport in Lisbon. Men of high standing and fragile women have escaped from the fiery furnace of war in their invaded countries and have fled across the frontiers like hunted animals before reaching this haven in Portugal, which, by a chance of fate, remains a sanctuary for the refugees from war-stricken Europe.

In the beauty of the Clipper sit isolated men and women whose minds are haunted by a nightmare of hunger, oppression, concentration camps, firing squads, and secret police. To the airport from which the Clipper starts come many diplomats and envoys on special missions between the United States and Great Britain and many countries whose governments work in exile for the future freedom of their lands. They are the men swiftly moving behind the scenes of secret history.

Special correspondents use the Clipper for their swift way of travel after being the observers of tragic events. Among them, now and then, are famous actors, actresses, and singers who are the entertainers of life in a world which sometimes forgets, by their genius, the grim drama of our time. In such a company I sat when I flew across the Atlantic a little while ago with a sense of travelling, by the strong wings of the Clipper, smoothly and fast through the blue, between two worlds and two dreams.

Continued on the following pages

Last bridge between continents cut apart, the Clippers fly the Atlantic; theirs is a 3,900-mile flight, three times a week, bringing passengers from the last beach of war

The mail is unloaded, 100,000 letters each trip. In two days, 185 men overhaul the Clipper, checking 1,500 items. (Engines can be repaired in flight.)

TONI FRISSELL

Jessie Mathews, pretty English musical-comedy star here for "Lady Comes Across," takes the classic, crossed-leg pose photographers love

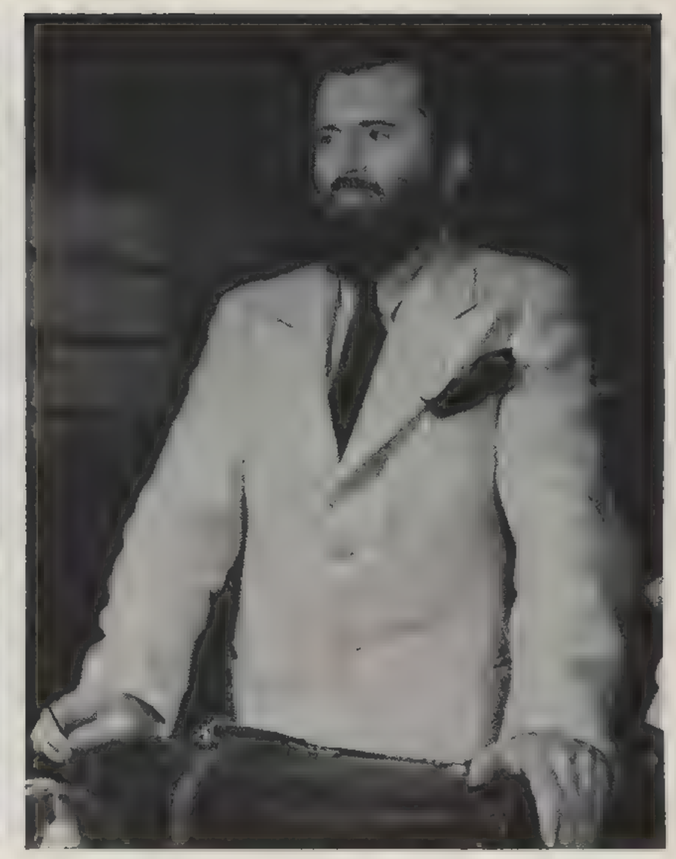
U. S. military observers (their names officially withheld)—always have ticket priority, are rushed through all the customary red tape

Baggage: suits in transparent covers; overnight bags; souvenir helmets. Some bring only their last tangible property—diamonds

William Brown, important British labour man, here to lecture in the U. S. and in Canada

Led by the Captain—always the first up the gang-plank —the officers disembark: of the eleven, five are pilots

Harold Adams, Chief U. S. Customs Inspector here, rides with baggage, checks for contraband



Patrick O'Connor, New York painter, home from his summer house in Ireland

Bebe Daniels, silent movie star, now with her husband, Ben Lyon—a smash hit on British radio

Free French naval officer (name withheld)—here on a mission, one of many from conquered nations

Five of the seven in the family of Mr. René Pauly, on their way home to Costa Rica after five years in France. (Over 200 children—the youngest three weeks old—have crossed on the Clipper.)

To what lengths shall we go?

THIS winter, *this* is the way to meet many a new situation. Skirts longer than day ones, but shorter than evening ones. Costumes timed for the times—perfect for unpredictable evenings that may wind up at a political rally or the Officer's Club.

Left: Mainbocher's dancing dirndl—its hem pausing just above your ankles. Dine in it, dance in it, go to the theatre in it, wear it whether He is in Uniform or black tie. It's all black silk velvet—save the violets.

Opposite, first: The new dip-down-the-back hem-line on an informal dinner-dress. Perfect fur accompaniment is this Himalayan marten cape, its hem dipping in back, too. Befeathered turban. At Bergdorf Goodman.

Opposite, second: The new mid-length skirt on a black suit of Crown Tested rayon—its blouse embroidered with white beads. Ideal fur with it—a stole of Russian baum-marten. Black felt cloche. At Bergdorf Goodman.

Down-in-back hems

With these new-length skirts—what furs? Here, two answers: First, a cutaway coolie jacket of Russian broadtail, decorated with borders of black wool appliqué work. Second, a Persian lamb cape voluminous enough to wrap around you. Both; Russeks

Eyes again on the length of this costume. That new semi-long skirt to wear on the impromptu, unplanned, unpredictable evenings of this winter. A stiff little jacket of black rayon moire ties over a dress of black Enka rayon crêpe. The tie of the jacket ties the front of the skirt—creating an irregular, down-in-back hem-line. Jay-Thorpe

About as long and as wide as a ballet-skirt—and even more becoming—is this mid-length dress for late afternoon, small dinner-parties, or don't-dress evenings. Black rayon moire skirt—notice its down-in-back hem-line—and a long-sleeved bodice of black Crown Tested rayon jersey. Shelter it with a fur stole or jacket. Dress; Jay-Thorpe

KARGER

Ballet-length for night

Photographed at home—a girl in a new ballet-length dinner-dress. (Nice to go out in, too—two girls wore them to the opening of El Morocco.) Black rayon faille skirt; white spun rayon blouse; fuchsia velveteen corselet. New to add: authentic ballet shoes

Under Twenty...

**Short, medium, or long skirt—
all go out after five p. m.
in new costumes under $20—
for you who are under 20 years**

DAY-LENGTH DRESS FOR EVENING (above). Photographed at Café Society Uptown—a girl in a 1941-new black dress for "don't dress" dinners, informal evenings. Pretty on Under-Twenty figures. New peg-top rayon moire skirt. New top, sweater-like, almost sleeveless, Celanese rayon crêpe. New addenda: Fringed helmet ($5); long jersey gloves

FULL-LENGTH SUIT FOR EVENING (left). Photographed between acts of "The Wookey"—a girl in a green rayon faille taffeta suit. The jacket: easy-shouldered, jet-buttoned, velvet-collared. Skirt narrow, slit in front. You might copy her—wear a chenille snood ($5); soft black sweater (nice with jacket off), brief velvet gloves. Or wear the suit sans sweater, and all buttoned-up.

• The costumes on both pages are from Milgrim; I. Magnin

TONI FRISSELL

Meeting at "21"

At "21"—New York's famous meeting-place—new two-tone costumes. First: Black with chamois-gold—a wool dress with bright waistcoat-like top. Yellow suèded-jersey turban. Arnold Constable. Second: Mist-green with black-and-white stripes. A two-piece wool suit, rounded of shoulder, tied with a taffeta bow. An Omar Kiam design. Black helmet. From Saks-Fifth Avenue

5 P. M. at "21"—and two dresses that lead double-colour lives. First: Honey-beige sleeves and skirt-front of silk twill on sleek black rayon crêpe. Black fox is nice with this. Henri Bendel. Second: Fuchsia rayon moire—significant fabric—for the top of a black rayon crêpe dress. Long gloves climb up to the short sleeves. Black velvet hat, velvet-dotted veil. Saks-Fifth Avenue

Twosomes of colour

Made for Jet

Designs for dressmaking

ONE way to make a glittering success out of a simple little costume you've made yourself (or had made)—is to add jet...by the bead or by the yard. Some sparkling ideas herewith.

• Photographed: Uncomplicated dress, here of black crêpe, with bands of jet (bought by the yard). No. 9165.

A. Wool jacket, nice in pink or black. Sew jet bands on it. Use jet tassels for buttons. No. 9096.

B. Buy a little black felt hat, add jet to it and to suède gloves. Wear with the simplest of black dresses.

C. Sew jet on dinner-suit No. S-4346. Buy the basis for a muff, cover with black crêpe, encrust with jet beads.

• Back views and sizes on page 109

BACK VIEWS AND SIZES ON PAGE 109

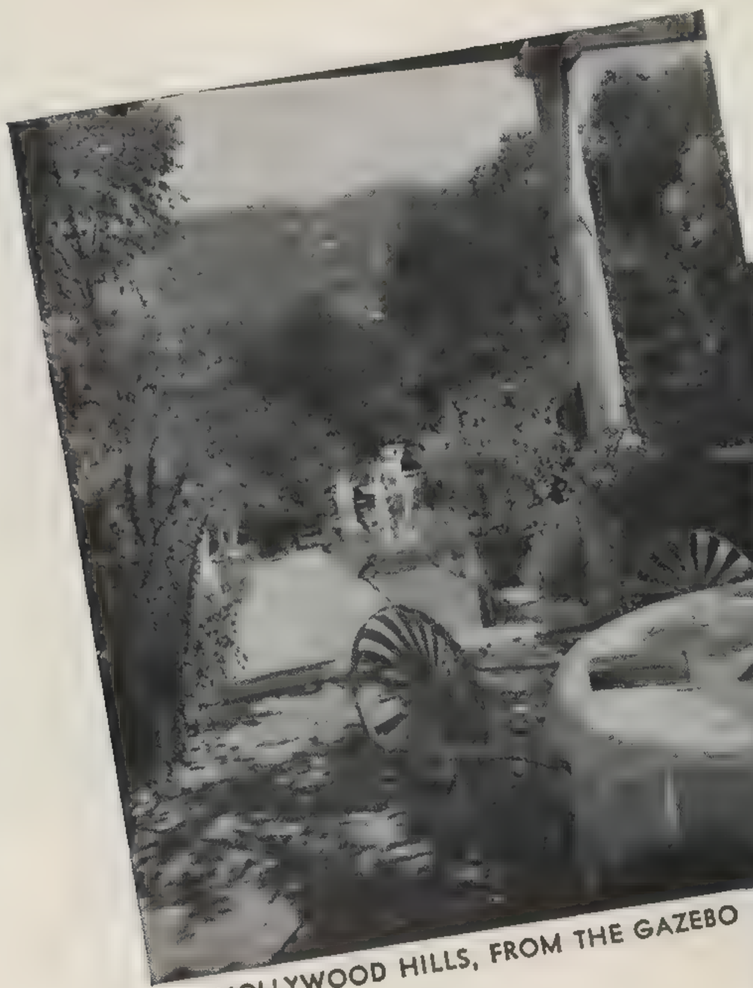
KARGER

Kindest Cut

Two incarnations of the same lady—a photographic trick at the Museum of Non-Objective Paintings. She's wearing a self-made dress, kind to any age; *vide* tunic-like top, easy sleeves. Here, of deep brown crêpe with flattering pale blue. No. 9240

FIVE PHOTOGRAPHS BY FRED R. DAPPRICH

THE FLAGGED TERRACE OF MR. CUKOR'S MODERN REGENCY HOUSE IN CALIFORNIA



THE HOLLYWOOD HILLS, FROM THE GAZEBO

THE DINING-ROOM; PANORAMA WINDOW, GEORGIAN CHAIRS

IN THE PANTRY; HIS FAMOUS TEA-CUPS

MR. CUKOR TELEPHONES BY THE POOL

A Bachelor's House

The distinguished house of George Cukor, director of the new Garbo movie, known as "The Two-Faced Woman"

By William Haines

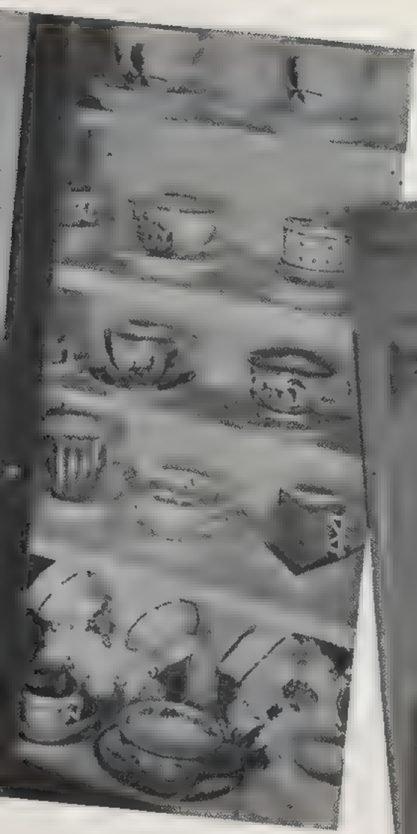
FAR up in the Sunset Hills overlooking the valley of Hollywood—in perhaps not the most fashionable part—lives George Cukor, movie director, bachelor, and famous host.

The house was born a simple California bungalow that grew with George Cukor's career and bank-account. Starting as a modest bungalow, held together with chicken wire and hairpins, it has developed into one of the most unusual houses in the movie community. The architecture is modern with just the right flavour of Regency, its simple façade supporting the most beautiful espalier wistaria. It fits Mr. Cukor's tastes and moods.

There are seven living-rooms and only one bedroom, his own. There are no guest-rooms, as he doesn't like guests who spend the night, for Mr. Cukor is not coherent in the mornings. The house itself was designed and decorated by that old silent-picture comic, William Haines, and it is filled with a heterogeneous collection of *objets d'art*. The house hugs the hill like a train on a curve in the mountains, and so the rooms are one after another. Most housewives would loath such an arrangement, but not Mr. Cukor—he is a bachelor, and in a house where one lives alone there are no surprises. And guests do not care.

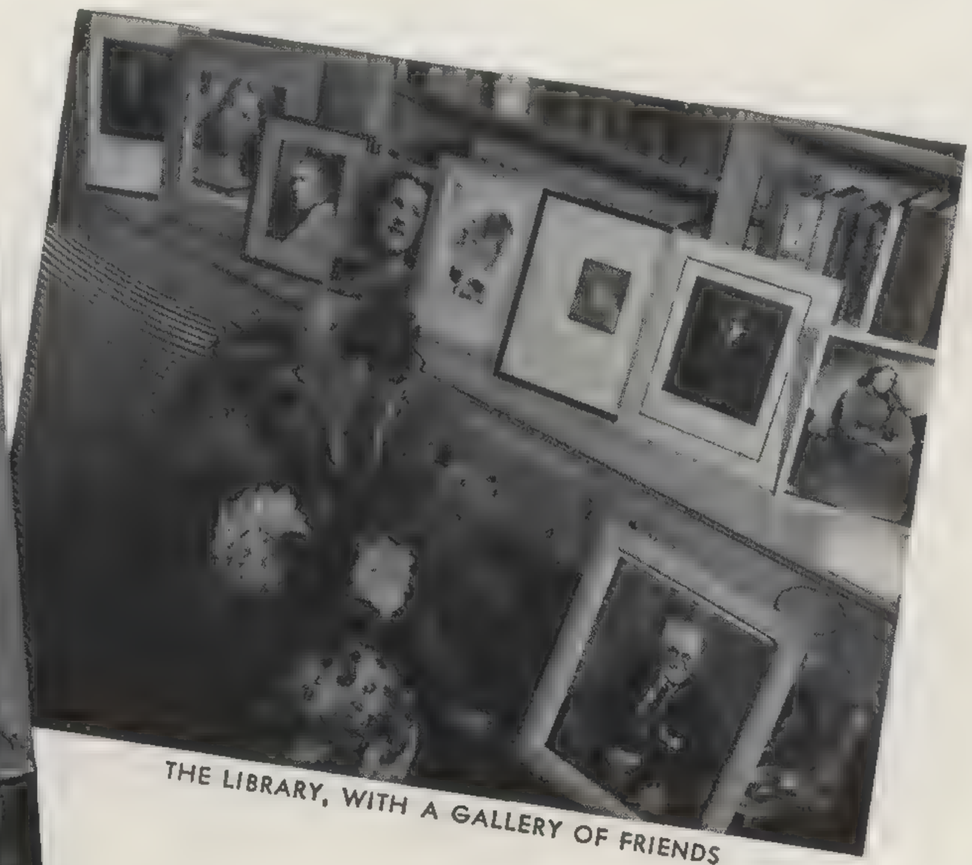
Paintings are an essential part of the decoration of most rooms. In the oval room, which acts as a reception-hall, the walls are upholstered in suède, the colour of a fine piece of Havana tobacco. The cornice and fireplace bolection are in copper, inset with pewter; the ceiling is sky-blue; the floor is *parquet de Versailles* in California walnut and white maple; and over the mantel there hangs a most enchanting landscape by Grant Wood.

The hall leading to the reception-room, library, and drawing-room has one mirrored wall, the others painted in tones of grey. The paint on the walls is flat, and the pilasters and columns are in shiny lacquer. This hall has a conglomeration of furniture. Against the mirrored wall, there is a half-round aubergine Victorian sofa, like those in the hotels of the Gay 'Nineties, facing two superb Queen Anne blackamoors with California greeneries in their hair. But the *pièce de résistance* is a Dresden chandelier, the design embellished by practically all the shellfish of the sea! Sounds mad, but Mr. Cukor likes it. (Continued on page 103)



NYHOLM

THE DRAWING-ROOM; ENGLISH, CHINESE, RED AND PINK



THE LIBRARY, WITH A GALLERY OF FRIENDS

Personal Beauties

Something to cherish as silk grows scarcer— this hand-made lingerie with hand-drawn lace

GLENN GREEN

NOTHING is so beautifying as the feeling you're beautiful. And one of the things that makes any woman feel like a pampered beauty is luxurious silk lingerie. Especially in these days—for it's not news that pure silk is growing scarcer. However, the makers of Yolande lingerie (some is shown on this page) fortunately had on hand an ample —and beautiful—supply.

You'll cherish these. Not just because they're silk— but also because they're all hand-made, with hand-drawn lace. Reminding you, nostalgically, of fine French work.

PHOTOGRAPHED: Nightgown of white silk satin, with a wide waistband of hand-drawn lace. Pretty shirred shoulder-straps, bodice-drapery, full skirt. $10.95. Franklin Simon

1. Nightgown of silk satin in a delicate, rosy shade of off-white—it's called "opaline." Hand-drawn lace at neck, hem, chiffon sleeves. By Yolande. $19.95. Saks-Fifth Avenue

2. Slip of pale pink silk satin, all hand-made. Hand-drawn lace frosts the top, shell-stitching scallops the hem. One that you'll care for and love. $16.95. At Saks-Fifth Avenue

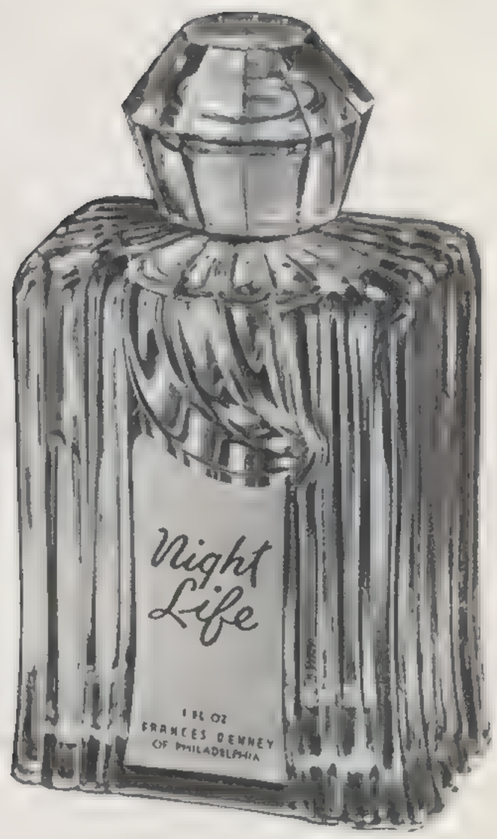
3. Nightgown of opaline silk satin, very old-fashioned. Hand-drawn lace makes the yoke, tied with a draw-string; edges the georgette crêpe sleeves. $16.95. Franklin Simon

4. Another Yolande slip of pale pink silk satin. One band of lace makes the bodice, another flounces the skirt—on which there is a pink satin bow. $29.95. Saks-Fifth Avenue

Night Life

THE *Intimate* PERFUME

Night Life asks
a daring question . . .
Night Life whispers
a lingering promise . . .
Its meaning is unmistakable
. . . . . created by
FRANCES DENNEY
for a lovely lady
very much in love.



YOU'LL LOVE IT, TOO. For Community's new Chatelaine* Hollowware has a satisfying modern Victorian charm. In the sweep of a silver curve, the turn of an acanthus leaf, the swirl of a scroll, it captures the sunlight, reflects your good taste. Expensive? Not at all. Peggy Conklin's 3-piece Tea Set costs only $52.50. (Trays $17.50 to $37.50.) A 6-piece Tea and Coffee Service is $125. Community* services come in 6 different patterns—handsome gift items as low as $10!

Ask to see these in "Chatelaine"

Double Vegetable Dish	$22.50
Water Pitcher (with Ice Guard)	22.50
Meat Platter	22.50
Gravy Boat and Tray	22.50
Bread Tray	10.00
Sandwich Plate	10.00

BUDGET TERMS *at your silverware dealer's*

(All prices include Federal Tax)

COMMUNITY

The Finest Silverplate

IF IT'S COMMUNITY—IT'S CORRECT

*TRADE MARK

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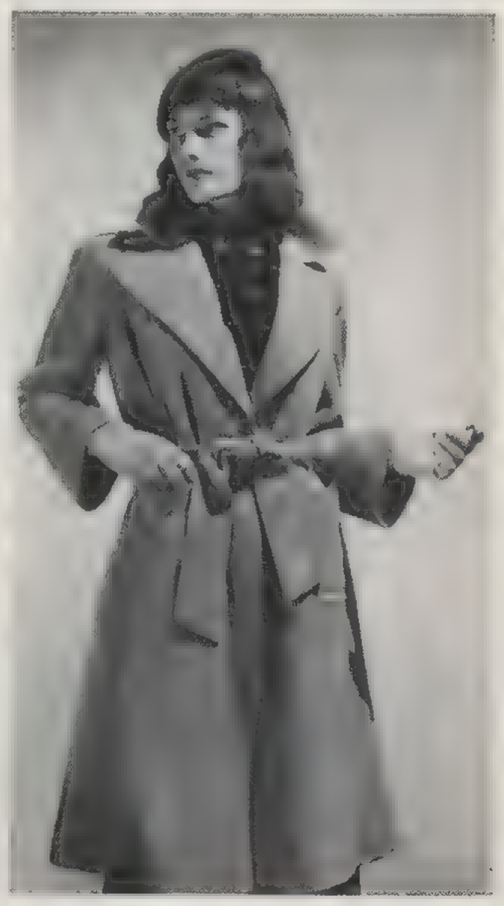
FOUR NEW COATS WITH FUTURES

BUYING a coat is almost like buying jewels—a serious business. Probably you'll want to wear it for several seasons. Certainly you'll see a lot of it *this* season. Photographed below, four new coats for your money's worth, now and in the future.



Tailored over-all coat of café-au-lait Shagmoor pure woollen. It's casual and generously cut—to be thrown over all sorts of costumes. How can you lose—it's only $39.95 at McCreery

A very feminine version of the front-tie coat. It's of grey-blue Botany woollen, and the collar is London-dyed squirrel. Wrap up in it for $49.95. It's a Lassi Maid coat. From Altman

Another belted coat—this one of bright red woollen with a reefer collar of ocelot. It's a Cymonette coat, cut rather full in front. $69.95. The hat is of brown brushed felt. Milgrim

A tweedy red coat of Shagmoor woollen, collared with raccoon. Is destined for warm and faithful service over your suits, in both town or country. $69.95. Grey felt hat. From McCreery

VOGUE STUDIOS—GLENN GREEN

Copyright, Elizabeth Arden, 1941

Say "Goodbye" TO SHADOW PANELS

with Faerie Shado-Pruf Slips

Now . . . lovely lady . . . here is the slip you've always longed for . . . the luxury slip that does away entirely with the shadow panel, yet makes you "safely" opaque without adding one jot to the slimness of your silhouette.

Fits and flatters in a way to warm your heart . . . of Fairy's famous no-run SURELOCK Construction . . . no wonder Shado-Pruf is being featured by America's finest stores as

"AMERICA'S MOST BEAUTIFUL, MOST PRACTICAL SLIP"

Faerie GLOVE SILK UNDERTHINGS — Fairy SURELOCK Construction

FAIRY SILK MILLS . SHILLINGTON, PA.

New York Office and Showrooms • 385 Fifth Avenue

HAVE A HAND IN IT

VOGUE STUDIOS

Knit your own sweaters, and have one to wear for every kind of occasion. For evening try Bernat's pale blue Bouclé de Laine, darted through with silver tinsel thread. The sleeves start from the neck-line, swoop in long, lean ribbing. Nice with a black skirt. Alice Maynard has the yarn and instructions for you.

Swear by them for sports. Introduce this dapper waistcoat to your slacks or monotone suit, and see how neatly beige and wine in a checked Beehive pattern fit into a country setting. Sara Hadley has instructions and a riotous range of colours in three-ply Scotch fingering yarn for you to choose from.

Wear them to town. A short-sleeved beige sweater will combine congenially with your autumn tweeds. Altman has both instructions and Fleisher's Cheviot Zephyr yarn.

• *For directions only*, for each of these sweaters, please send a stamped, self-addressed envelope direct to Vogue

New Fun with Perfume!

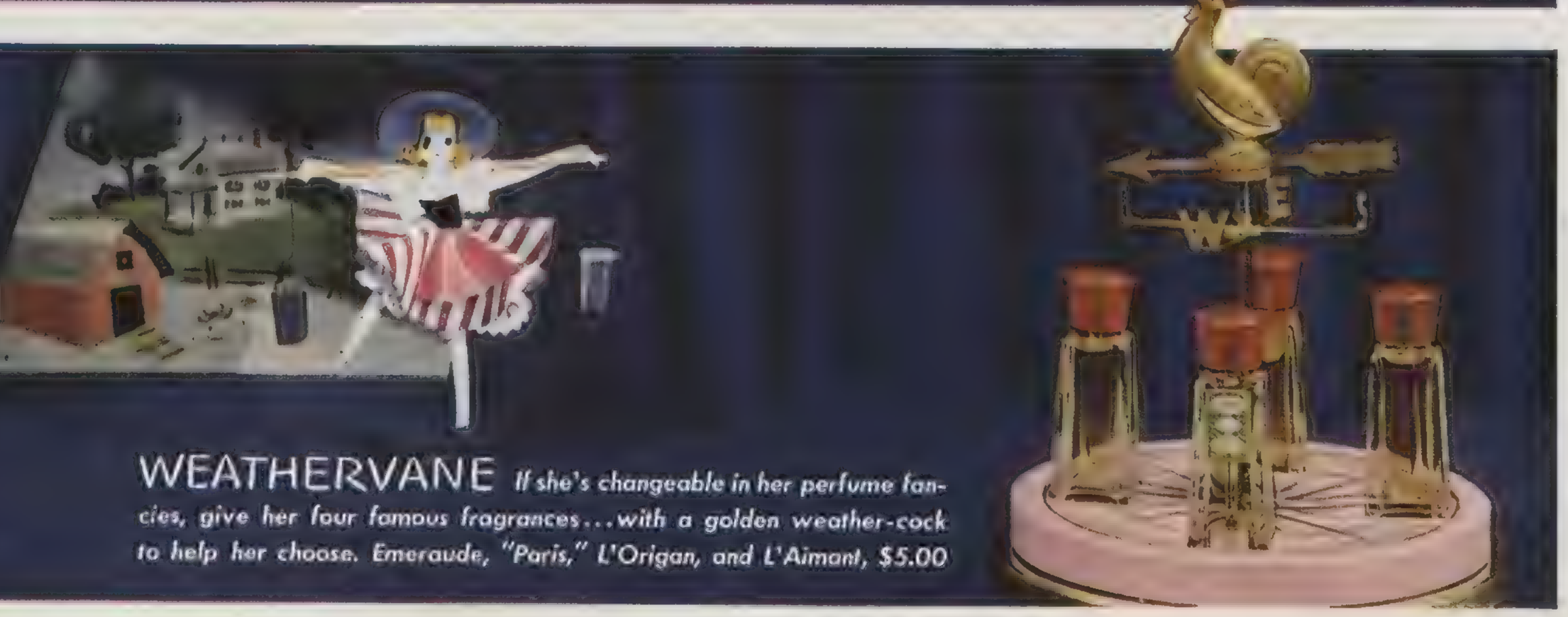
Want a recipe for the completely successful gift?... Give her perfume she treasures, presented in gay new ways that will amaze, amuse and entertain her. Here are three Coty chefs-d'oeuvre. Three light-hearted whimsies, each well-laden with thoroughly romantic Coty Perfumes.

Three ways to say "A truly Merry Christmas."

Coty

FERRIS WHEEL *A divinely giddy gadget, to hold five classic perfumes: Chypre, L'Aimant, "Paris," Emeraude, L'Origan. Wheel and perfumes sparkle like your childhood dream of Christmas! $10.00*

SLEIGH *A properly romantic setting for two of the most romantic of all perfume blends — Coty L'Origan and Coty L'Aimant (The Magnet). The graceful little golden sleigh has gay jingle bells! $3.95*



WEATHERVANE *If she's changeable in her perfume fancies, give her four famous fragrances...with a golden weather-cock to help her choose. Emeraude, "Paris," L'Origan, and L'Aimant, $5.00*

COLORS OF:

Angel Pink

Tiger Eye

Moonstone

Amber

Star Sapphire

Amethyst

Jade

Garnet

Chalcedony

Star Ruby

Trio Earrings
$1.00 pair

Cuff Bracelet
$2.00

*Richelieu Satinore**
Fascinating beams of elusive colors that glow like the shimmering aura in Moonstone.

NECKLACES
One-strand $2.00
Two-strand $5.00
Three-strand ...$7.50

Button Earrings
$1.00 pair

Cuff Bracelet
$2.00

Richelieu Pearls
ARIS QUALITY
Weight of genuine pearls

NECKLACES
One-strand $2.00
Two-strand $5.00
Three-strand ...$7.50

Cabachon-type Ring
$2.00

Bow-Knot Pin
$2.00

Triangle Earrings
$1.00 pair

*Richelieu Iridelle**
Balls of fire. Solid, though light in weight.

NECKLACES
One-strand $3.00
Two-strand $5.00
Three-strand ...$8.00

Cuff Bracelet
$3.00

Cabachon-type Ring
$2.00
(Adjustable band)

Button Earrings
$1.00 pair

Richelieu
Recognized Brand of Finest Quality

*Trade Mark Reg.

REVALUE YOUR HAND!

Now that the Culbertsons have at last completed their delineation of what they call "the first important changes in bidding in the last six years," and their income is, therefore, presumably assured for another six years, I want to announce that I'm way ahead of them. My partners tell me I've been making important changes in the Culbertson system—all of them original—every time I open my trap at the bridge table. So, for the benefit of those who don't completely trust the Culbertson system either, I'd like to set forth some of the vital points of my bidding, showing how it differs from the new Culbertson approach.

In the first place, the Culbertsons are presenting a way in which you may "revalue" your hand so you can now open the bidding; whereas, two months ago, you couldn't have let out a peep. I may as well admit that, for many years, I have been using what I call the "Inflective One-Demand," which indicates, by my threatening tone of voice, that my partner must keep the bidding open while I revalue my hand so I can find enough honor tricks to have opened in the first place.

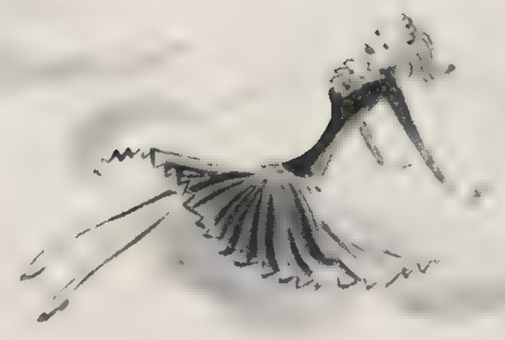
Sometimes I find it necessary to revalue my hand four or five times before I convince myself that I have opened legitimately. The beauty of my system is that, if need be, I can close my eyes, count my 9 xx as a plus value, and open on a K, a Q, and any two old diamonds plus that silver fox chubby that I was going to give to the Goodwill Industries. And usually, as we say in bridge parlance, "I go down just the one."

No article on bridge can be considered authoritative without some of those little suit symbols, so I'll put some in here in case anybody doubts my validity as an expert: ♠AKQ ♥A ♦KQ ♣AKQxxx. And by curious coincidence, the above hand is a valuable illustration of a problem I want to discuss. What would you do if you held cards like this? Personally, I'd burst into tears and demand a redeal, because there are only twelve cards in the hand. Despite my drastic disagreement with the Culbertsons on many points, I still deal thirteen cards to each player.

Another recent Culbertson edict says that at last a blank suit may be counted as a plus value. Plus value indeed! I have always counted a blank suit as at least three tricks because, by the laws of distribution, it stands to reason that my partner has the AKQ. Of course, I recognize the fact that some die-hards will call this duplication of values, or at least duplicity of evaluation, but I suggest that you count the number of times that I'm wrong. You will find the number encouragingly large, and I'm willing to stake my reputation that the Culbertsons will, too.

For some curious reason, the Culbertsons seem to ignore completely a highly important bid known as the Forcing Pass, which I have used with great success. It is best illustrated by the following example: If the person on my right deals and passes, and I have one and a half honor tricks or less, or six or seven honor cards too numerous to mention, I hesitate, stroke my chin, look inquiringly at my partner, and then pass with a sigh of regret. This forces my partner to bid, which he may safely do with much less than the minimum honor count. I have bid several slams this way, to what I may confidently describe as no avail.

In their newest system, the Culbertsons have finally admitted that they had always been stumped on how to bid two equal four-card suits in the same hand, and their present solution to this is as follows: if one of your suits is clubs, bid that first; otherwise, bid your highest ranking suit. Obviously, this convention is a shoddy makeshift, and not half as accurate or informative as my method, which is known as the "Two Four-Card Suit Elision." This invaluable manœuvre is founded on the sound bridge law which states that most people change their minds halfway through a bid anyway. Say you have a four-card spade suit and a similar suit in hearts. Rather than waste two rounds of bidding just to show your partner the strength of your hand, you can do the whole thing in one round merely by starting to bid your higher suit (in this case, a spade), and in the middle, switch quickly to a heart. Thusly: "One sp... (Continued on page 100)



OFF ON A CLOUD ALL YOUR OWN WITH

SUZANNE'S
new
tout de suite
PARFUM
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EAU de COLOGNE

Amorous...Glamorous...Lilting
...Lifting...as though off
on a cloud all your own.

By the originator of Secret de Suzanne.

LET JEWELS BE LAVISH

But not extravagant. Black, Starr & Gorham have made an outstanding collection of modern jewels...at moderate prices.

Amethyst ring with a setting of gold and diamonds . . . $475. Bracelet of a fine amethyst in a gold and diamond setting...$1250. Moonstones, diamonds and gold brooch...$350.

Prices subject to Federal Excise Tax

BLACK, STARR & GORHAM

Fifth Avenue at 48th Street, New York • East Orange, N. J.

SHALL I DYE?

(Continued from page 55)

dresser will insist on your having—two test strands done, before he tackles the all-over job. These trial applications will clear up the last vestiges of mystery about how your hair is going to take it. And they remove the last possible chance of error. Finally, they give you a chance to *see* the finished shade on your own head, and next to your own skin tone.

This is a simple enough operation. A couple of days before you plan to have your hair done, have your hair-dresser apply a little of the dye to the hair-line at the back of your ear. He will paint on a circle of it, about the size of a quarter. If any rash or irritation appears, it means that you *are* allergic to hair dye, and you'll simply have to abandon the whole project. But if, as is most likely, you suffer no ill effects at all, you're ready to go ahead with the actual dyeing. (Have your patch-test repeated before each subsequent dyeing—just in case there have been important changes in your system.)

THE oil shampoo tints will probably be less expensive than the standard dye jobs, and they take about half the time—so that if they are suitable for your particular hair problem, they, of course, are what you will choose.

Contrary to popular belief, they are just as penetrating as "standard dyes" in their action, and just as lasting in their effect. The old-fashioned metallic dyes used to leave a fairly permanent coating of colour on each hair. These new preparations instead penetrate *into* each hair. This is accomplished through quite marvellous chemical synthetics, mostly of the coal-tar derivative group.

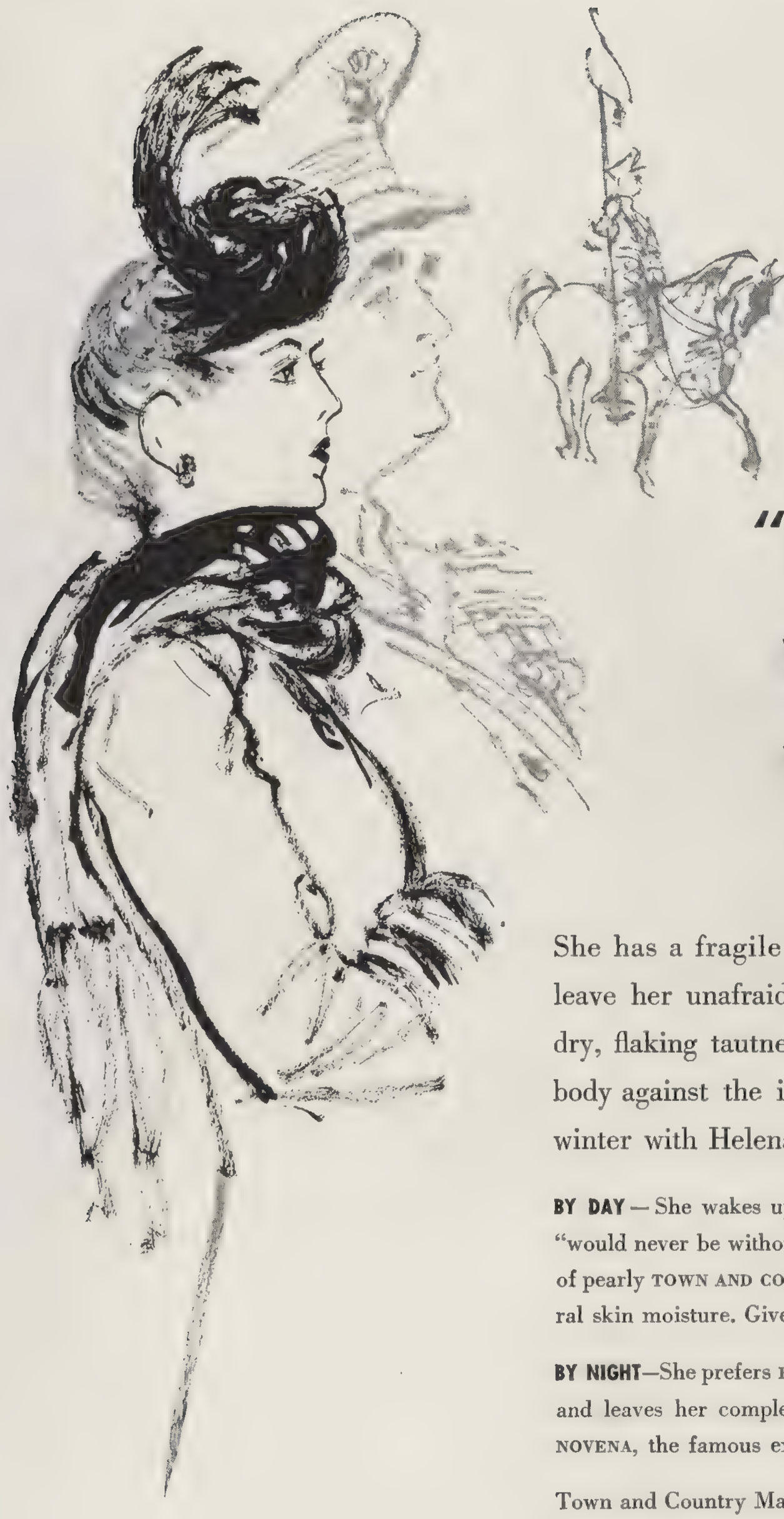
Some dyes, notably henna, partially penetrate and partially coat the hair with colour. Henna, oldest of all such dyes, has always been a particular favourite, because it's a pure vegetable dye that is actually very good for the health of your hair. On account of present world conditions, henna will soon be virtually impossible to obtain—but, fortunately, this is not such bad news as it may sound, for the synthetic dyes have been so tremendously improved of late that they can now more than rival henna's finest handiwork.

The "standard" dyes and the oil shampoo tints are the most commonly used today. But there are a number of other good preparations for other purposes. If you rather fancy your white hair—and it can be *so* beautiful, you know—you might very well choose not to dye it, but merely to play up its own colour a little. In such a case, you might have just a faint blue or lavender rinse...and, of course, your hair-dresser will be very careful to apply it most *sparingly* to the ends of your hair; if you've had a permanent wave in them, they will absorb more colour faster than the rest of your hair.

OR, if you just want a few glints to brighten the appearance of your hair, and don't want to take on the chore of having to keep it up faithfully, you might decide on one of those shampoo *rinses*. These are scarcely dyes at all; they have a very, very slight progressive action, leaving a tiny amount of colouring on the outside of the hair. Only by having them week after week after week, will you be able to notice any really visible change in colour.

And, of course, there's always out-and-out bleaching. If it's blond you're determined to be, because you once were or because you've always *wished* you were, you'll find that the best method, still, is peroxide—usually in the magnesium solution somewhat pointlessly known as "white henna." We hope, though, that you'd never dream of rushing into this without fully realizing that bleached hair, more than any other kind in the world, needs constant extra care—brushing, and oil treatments, and protection against over-strong heat and sunlight—to keep it from becoming dry and brittle. We hope, too, that you've made really certain beforehand that blond hair suits your complexion and your type.

If we speak to you too late—if you've already had a not-too-successful experiment in blondness—(Continued on page 100)



"What a Wonderful-looking Woman!.."

She has a fragile flower's face—yet the sharpening winds of Fall leave her unafraid that her skin will chap or fall into the peril of dry, flaking tautness. She is a wise woman. Just as she protects her body against the increasing cold, she "dresses" her face for fall and winter with Helena Rubinstein's twenty-four-hour protection:

BY DAY—She wakes up her complexion with brightening WAKE-UP CREAM which she "would never be without." Before she powders, she smooths on an almost invisible film of pearly TOWN AND COUNTRY MAKE-UP FILM that conceals tiny blemishes, protects natural skin moisture. Gives her complexion "the finish" of a velvety rose petal — all day!

BY NIGHT—She prefers HERBAL CLEANSING CREAM SPECIAL because it gives a mild "tingle" and leaves her complexion bright and soft. Her night cream is Helena Rubinstein's NOVENA, the famous extra-rich cream particularly formulated to soothe mature skins.

Town and Country Make-Up Film, 1.00, 1.50. Wake-Up Cream, 1.00, 2.25.
Herbal Cleansing Cream Special, 1.00, 3.00. Novena Night Cream, 2.00, 5.00.

LOVELY LIPS in autumn often owe their softness to a Helena Rubinstein velvet-textured Lipstick (1.00, 1.25, 1.50) and the extra-protection of the soothing Sportstick, .60. **FASCINATING EYES** often owe their sparkling beauty to gleaming Herbal Eyelid Oil—to dramatic Waterproof Mascara (set, 1.50), to soothing compresses of cool Extrait, 1.25, 2.25.

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NEW YORK – CHICAGO – LOS ANGELES – LONDON

SHALL I DYE?

(Continued from page 98)

—and want now to return to your own colour—it is quite easy for you to do. Have your hair cut as short as possible, for it is usually the ends which are most affected by bleaching. Have a series of oil reconditioning treatments. Let your hair-dresser choose the product he thinks best, to return your hair to its natural shade. Under his guidance, in a single hour's time, all trace of your folly can pleasantly vanish from your head.

After You Dye

Once the first all-over-your-head dyeing has been done, the keeping up of it need only be an added detail of grooming for you. With either an oil shampoo tint or a standard dye, hair-dressers will advise you to have "touch-ups" every four or five weeks—on alternate shampoo days. This means that there will be about half an inch of new hair at your part, to be blended into the rest of the hair. More than a half-inch would show too noticeably; less would be too tiny a working-space for the hair-dresser. (The dye, no matter how carefully applied, might "run into" the already-dyed hair below, making the colour there deeper and streaked-looking.)

In between "touch-ups," your hair-dresser will know to use only a neutral shampoo on your hair. But if you ever should wash your own hair, be sure you keep this in mind, for strong shampoos might bring out extra high-lights you do not want. Be sure, too, that none of your pet hair tonics have too high an alcohol content, or else they, too, might do this to you.

If you have your hair marcelled, see that the iron is only warm, not hot; intense heat will impair the texture of your hair.

And Finally....

These are, in brief, the facts about hair-dyeing. You may find the admonitions too many, the demands too onerous. We have deliberately dwelled on the cold realisms involved—for dyeing your hair isn't something you ought to rush into frivolously. If, though, after weighing all these "cons," your verdict still is "pro," do by all means go ahead with it.

A final word. Do not mind if, after you've had your hair dyed, a little grey still shines through...so long as the general appearance is as you wanted it to be. If the "new colour" were the same all over your head, it would look recognizably artificial, for there are a dozen different tones and lights in any natural head of hair. It is this clever simulating of Nature's own subtle tone-variations that makes the new dye products so good. It's because of this that you'll have a happy choice in the matter—to keep it a deep, dark secret that you "do anything" about the colour of your hair...or, frankly, to tell your incredulous public.

REVALUE YOUR HAND!

(Continued from page 97)

heart." You may also add "Sorry," if you get any dirty looks from your opponents. This illustrates a thing which I have long practised, yet the Culbertsons are now advocating it for the first time: "Be daring in your bidding." My daring bidding is usually so successful that I often get considerably more positive reactions than dirty looks from my opponents, whenever I am asked out to play any more—which is seldom.

This month, for financial reasons, I am making a drastic change in my bidding system, so I can sell a new book about it. Heretofore, if I have held a hand that had three aces and two biddable kings, plus a few cards which, for the sake of clarity we shall call "x's," I have seen fit either to open or definitely to close the bidding with such a combination. But from now on, this hand is to be ignored—that is, neither bid nor passed—for the simple reason that this particular holding is now unfashionable and completely out of date.

EDWARD R. BOSLEY, JUNIOR

Sleeping
de
Schiaparelli

Neither jolt nor jar mars the sweet serenity of their slumber on the 20th Century Limited

STRANGE, is it not, that with so many eye-opening wonders on board the 20th Century Limited, the most wonderful of all occurs the instant your eyelids close?

Forgotten, then, is the glowing excitement on the world's most famous train. Forgotten, too, the first breathless moment in the scenic Observation Lounge, the banquet that was your dinner, and your evening of enjoyment in the Cafe Century. Almost before your head nestles on the pillow, you are asleep.

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So you speed over the famous Water Level Route—the *only* water-level route between East and West. Tomorrow, completely rested and on time regardless of the weather, you will discover what the travel-wise have long known —that morning on the Century is always *good* morning!

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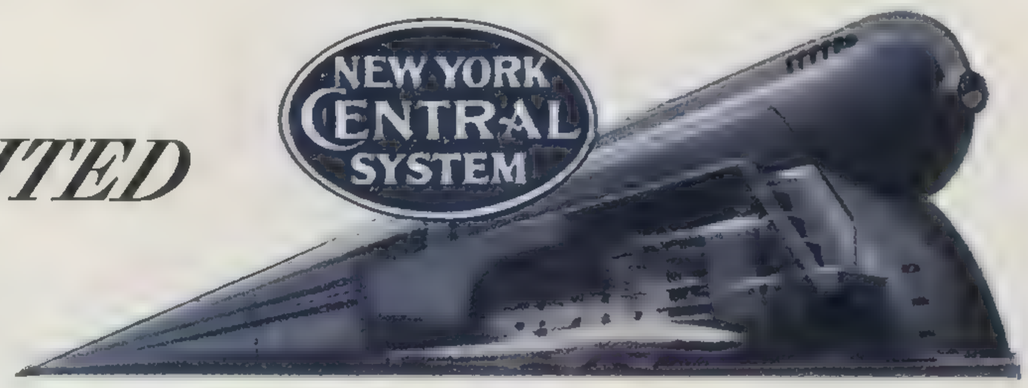

A BACHELOR'S HOUSE

(Continued from page 89)

MR. CUKOR'S LUNCH, CAREFULLY WEIGHED, GOES TO THE STUDIO

The drawing-room is panelled in Philippine mahogany that has been bleached the colour of an old-fashioned straw sipper. The rug is pink and very deep, and the ceiling, carved to look like the inside of a Chinese pagoda, is pink, too. This room also has a superb collection of T'ang tomb figures that rest on wall-brackets of carved wood. These carvings are most beautiful and give one the feeling of branches of trees growing out of a simple wall.

And over the fireplace, there is a very beautiful Renoir, a picture of a woman holding an umbrella. The bay-window in this room has a group of Chippendale Grotto furniture in silver gilt. In this red-and-pink drawing-room, Mr. Cukor has the great and near-great for tea. His friends are varied, and he has the ingenuity to mix them beautifully.

The dining-room has tête de nègre walls, turquoise velvet curtains, and the finest of most traditional English furniture. The chairs are in hunter's-red leather. Although the Cukor food is delicious, the wine is questionable, for Mr. Cukor does not drink, and he doesn't know a good Château Lafitte from an ordinary bottle of red-wine vinegar. But Mr. Cukor knows many things far more important than wine. He knows how to make friends and keep them, and in his library, actually the only ordinary room in the house, he has the photographs of Garbo, Hepburn, Ethel Barrymore, Ina Claire, Norma Shearer, Vivien Leigh, and the Jasper Alabama débutante, Tallulah Bankhead, and a great many more we won't mention. On a table is a photograph of one of his great friends, the late Sir Hugh Walpole, who in 1938 dedicated his book *Head in Green Bronze* to Mr. Cukor.

MR. CUKOR'S bedroom and dressing-room is a combination apart from the rest of the house, where he says he is not disturbed by the chores of the servants, but is awakened quite early by the barking of his seven Cocker Spaniels. (Vivien Leigh has carried on a personal feud with Mori, an unrestrained, drooling Cocker.)

The dressing-room is treated like a sitting-room, with a small fireplace and a large day-bed that looks like a sofa. Over the fireplace is a circular fish-tank with a carved frame in pine, which supports a lovely collection of coral figurines. His bed is completely upholstered in leather, and the leather bedspread has been embroidered in the same design as the hand-blocked curtains, which have enlarged grape leaves in green on them.

We must not miss the pantry. It is clean, orderly, and soundproof, but that is really not important, because the noises that emerge from Mr. Cukor's table in the next room would even drown the battle of the Marne. George Cukor talks with his mouth, with his hands, and every terminal part of his body. His conversation is full, brilliant, and a little sharp at times. His criticisms are devastating, but his ad- (Continued on page 104)

Glamorizing 1-MINUTE Mask

Is *your* skin drab looking? Often really lovely skin looks that way because tiny dry, dead surface cells and tight-sticking dirt particles are hiding its beauty. Smooth Pond's Vanishing Cream *thick* over face and throat (except eyes). Leave 1 *full* minute. Wipe off. Its "keratolytic" action gently dissolves and loosens such dried cells and dirt particles. Now—see how much *fresher*, lovelier your skin is. How *much softer* it *feels*... how *much clearer* it *looks*—in just 60 short seconds with this new 1-Minute Mask!

Yes, It's Adorable

the new *lovelier* LOOK of your skin—the new *softer* FEEL—after this 1-Minute Mask with Pond's Vanishing Cream! It's a real beauty "find" that women everywhere are enthusiastically telling their friends to try! So quick! So easy! So glamorizing!

Use after cleansing your face—in the morning, evening or during the day.

Society Beauties Love 1-Minute Mask

"*I'm thrilled with the new 1-Minute Mask,*" says *Mrs. Anthony J. Drexel, III* (*above*), famous society beauty. Mrs. John Jacob Astor, Mrs. Nicholas Ridgely du Pont, and other well-known beauties who have been regular users of Pond's Vanishing Cream as a velvet-smooth powder base, are delighted by this *new* way of using it as a glamorizing 1-Minute Mask.

Powder Base, too. And remember—*always* before powdering smooth Pond's Vanishing Cream *lightly* over your face. It gives your skin a lovely mat finish that holds your powder for hours.

Get POND'S Vanishing Cream right now! Treat your *face to this new 1-Minute Mask. Send coupon for generous* free *sample!*

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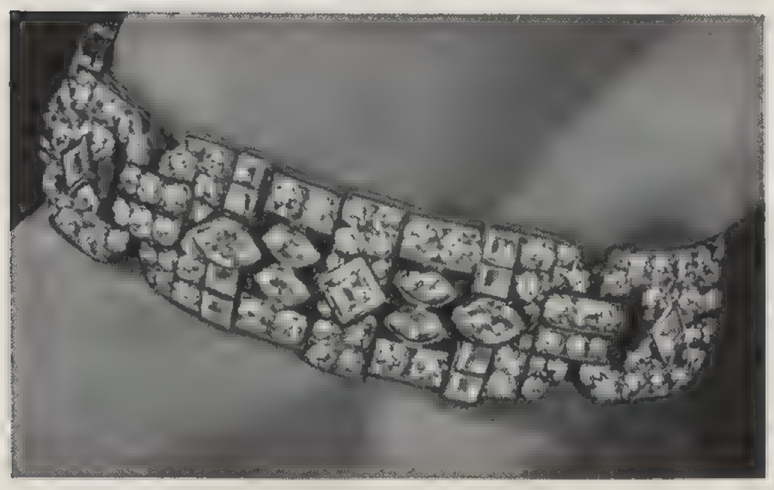

DIAMOND BRACELET	$6150.
GOLD, AQUAMARINE, SAPPHIRE AND DIAMOND CLIP BROOCH	300.
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CREAM PITCHER $39. 24-INCH TRAY	345.

FIFTH AVENUE & 57TH STREET NEW YORK

A BACHELOR'S HOUSE

(Continued from page 103)

TEA BY THE SWIMMING-POOL, IN THE LOVELY ITALIANATE GARDENS

vice profound. But I am off the track again. We were in the pantry, where I was going to tell you about his collection of tea-cups. Most of his cups were given by friends. Helen Hayes gave him one that belonged to Queen Victoria... (she would). Merle Oberon gave him one that, she says, belonged to Napoleon III., and there are two from Miss Hepburn that obviously belonged to Frederick the Great, and there is a two-tone blue tea ensemble in Chelsea which Claudette Colbert gave him.

This brings us to the point that he has directed all these ladies in some of their best pictures. Mr. Cukor introduced Katharine Hepburn to the screen in "A Bill of Divorcement"—he practically worried his entire studio into Matteawan, through his insistence on having her as the star. He gave us "Little Women," "David Copperfield," "Camille," "Dinner at Eight," and "The Women," where he had more stars than there are at a charity opening. These actresses seek Mr. Cukor for their pictures because he has an understanding for women that is almost metaphysical. He handles them well when they are working together, allowing no temperaments because he is simple, straightforward, and honest. His job to him is the most important thing, and his determination to surmount any ordeal is the secret of his success.

GEORGE CUKOR arrived in California in the spring of twenty-nine. He said, "I'm going to get to California if it takes all summer." He arrived with one suitcase containing his earthly possessions. He soon struck up a friendship with the late Lilyan Tashman. At that time, she was competing with Mary Pickford as to which of the two would be the town's hostess. Lilyan Tashman's parties were always gay, and George was one of the principal guests. George directed a picture with Kay Francis and Lilyan Tashman, called "Girls About Town," by Miss Zoë Akins. This was really the starter of George Cukor's career.

And as his career grew, so did his avoirdupois. He became Gargantuan. Two years ago, he went to Dr. Joel Pressman, husband of Claudette Colbert, who gave George Cukor the tea-set. Dr. Pressman devised a diet, whereby George lost sixty-five pounds in one year. He exercises every morning for an hour with his trainer. This exercising takes place in the garden, and the garden is really very beautiful. Florence Yoch did it for him. She took a hillside and practically levelled it out in terraces. A lovely swimming-pool surrounded by California live-oaks, benches, and sofas reflects a small Greek temple on the hillside. There is a promenade, lined with life-size baroque statues, that leads to the top of the hill, which, for a period, has the loveliest gazebo. From this gazebo, one sees all of California, but not Catalina Island!

In all this luxury and convenience, George has never depleted his generosity to his friends in his entertainment. His simplicity stands today the same as it did the day he arrived with the suitcase at the Santa Fe station in Pasadena.

P.S. I can say all these nice things about him because he has paid his bill in full.

The Plantation Box . . . Two tantalizing accomplices to bathtime luxury, in Shulton's Friendship's Garden bouquet that envelops you in the fragrance of a moonlit southern garden. Toilet Water and Dusting Powder, in a flower-festooned, hinged box, recalling the romantic days of Old Charleston . . . Other luxuries in Friendship's Garden include perfume, toilet soaps, talcum, sachet, bath salts. *The Plantation Box (illustrated)* . . . **$2.00**

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MY COOKS HAVE BEEN LEGION

By Mary W. Nicholson

I HAVE read with interest and envy those articles which have appeared from time to time in these pages with such titles as "My Cook Is a Swede," "My Cook Is a South Carolina Gulah," "My Cook Is a Green Mountain Boy." What sauces those *chefs de cuisine* turn out, what *spécialités* appear under their sure hands!

But alas, gourmet that I am, it is not their sauces, their gumbos, their curries, and their kedgerees that have aroused my envy—it is that assumption of permanence on the part of their mistresses. Those Creoles and Gulahs, those Laps and Swedes and Norwegians are never frail creatures of an hour, ships that pass in the night. Year in and year out, the kitchen is blessed with their presence. "My Cook Is," the title always reads; never, "My Cook Was."

I once considered writing such an article myself. "My Cook Is an Italian," it began. And there it ended. For by the time I got around to collecting my thoughts on the subject, Bernadina, along with her copper casseroles and charcoal fires, had passed into the limbo of countless other of our ex-cooks, and we were back on this side of the Atlantic with a coal-black Grace as vestal to the gas-flame.

Cooks and cooks and cooks

In a decade and a half of married life, our cooks have been constantly shifting. There were the white, the yellow, and the brown—pale green Middle-Western Lena and rosy Irish Alice. There was that German who said smashed pototoes and meant it; there was half-breed Indian Katie from the heart of Georgia; and dark-eyed Guilia, whose soft Tuscan fell with such music on the ear.

But now as I reflect on their serried ranks with a calm philosophy born of what promises to be permanence at last, I can see that our kitchen has sometimes compensated in variety for what it lacked in stability. After all, it isn't *everybody* who has dined on sea spiders in Brittany and squid in Sorrento.

It was the incomparable Guilia, cook in our first little red-roofed *villino* in its setting of cypress- and olive-trees, who was responsible for what is perhaps the simplest, most adaptable, and most acclaimed of our own *spécialités de la maison—Gnocchi di Semolino.* In Italy, the dish is, of course, always served as a luncheon entrée. In this country, I have found it equally successful as an accompaniment to broiled chickens or fillets of beef at dinner, or as the inevitable hot dish at a buffet meal with cold ham or tongue and chicken. It will not spoil if guests are late. It can substitute for the unstable cheese soufflé without any tremors on your part as to its arriving at table in a deflated state.

With hot clam broth, a bowl of green salad, and a compote of fresh fruit, it is sufficiently substantial for the main *plat* of a simple luncheon. The only trick to its success lies in securing imported by-the-pound Parmesan or *Parmigiano* cheese (before the war, there was a choice of finding this at a little Italian grocer or ordering it from one of the American importing firms, like S. S. Pierce in Boston or Fluke's in Philadelphia). Imported Parmesan is now difficult to obtain, but there is an Argentine type that is excellent. Guilia's recipe, translated into comprehensible measures, is:

Gnocchi

1 quart of milk salted with 1 teaspoonful of salt
¾ cupful of farina
2 eggs

Let the milk come to a boil, and sprinkle in slowly, while stirring constantly, the farina. Cook in double-boiler until very thick. Remove from fire, break the eggs into the mixture, and beat rapidly. Pour onto a platter to cool. When thoroughly cold and solid, cut into circles with a liqueur glass or small biscuit-cutter. Butter a terrine (or any low baking-dish) and arrange in it neat rows of slightly overlapping rounds. Sprinkle thickly with freshly grated Parmesan cheese, pour over plenty of melted butter, brown in the oven, and serve very hot in the dish in which it was baked.

Sformato di Riso Ricco

It was also Guilia who first introduced us to another of our favourite entrées, *Sformato di Riso Ricco* (mould of rice with Gruyère sauce).

Cook one small cupful of rice in the usual way, drain, and let stand over a small quantity of boiling water until dry and fluffy. Press into a buttered mould and set the mould in hot water to keep it hot. Make the following sauce, remove the rice from the mould, and pour the sauce over it. The sauce requires:

1¾ cupfuls of milk
2 egg yolks, beaten
5 portions of foil-wrapped Gruyère cheese, thinly sliced

Heat the milk and cheese slowly in a double-boiler until the cheese is entirely melted. Add the beaten egg yolks and stir until thick. Do not cook too long, or the sauce will curdle.

Spinach Guilia

Guilia had a way with spinach, too, which made of that lowly vegetable a proud dish worthy of a separate course at dinner when asparagus was out of season. As I look over the recipe, her flowing foreign hand calls for spinach cooked in the usual way and put through a sieve. (There should be about two cupfuls.) A little Béchamel sauce is then added, together with two eggs slightly beaten, two tablespoonfuls of grated Parmesan cheese, and some white raisins (first soaked in warm water). However, to my notion, the white raisins are better omitted.

When a mould has been buttered and dusted over with bread-crumbs, the mixture is poured in, the mould set in hot water, and the whole allowed to cook for forty minutes. It is then taken from the mould and served with a sauce of chopped chicken livers.

We acquire Bernadina

Bernadina, ample and accomplished, was our second Italian cook when, after a lapse of years, we returned to Italy and let an enchanting house on the San Miniato hill, overlooking Florence. (Continued on page 109)

IVORY TIPS — PLAIN ENDS — BEAUTY TIPS (red).

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. . . with a note of gay abandon.
A carefree, lightsome fragrance.
Accessory to romance . . . laughter . . . love.

PERFUME, $1.50 and $3.75. LILTING FRAGRANCE, $1.00. FACE POWDER, $1.00
DUSTING POWDER, $1.00. TALC, 50c. SOAP, 35c and 50c. BATH BUBBLES, $1.00

barbara gould New York

MY COOKS HAVE BEEN LEGION

(Continued from page 106)

There were wide views from the windows, the terrace, the garden. Below, an expanse of olive orchard and, beyond the thin gleam of the Arno, all Florence lay at our feet, with the snow-capped Apennines as a backdrop.

Bernadina reigned in the ancient kitchen, and, like all self-respecting Italian cooks, she also went daily to market, planned the meals, kept the household accounts. Her talents were aided and abetted by endless herbs from the garden; she was particularly good at menus; and her teas, perhaps because she had long served a Scotch lady, were large and lavish. Although we soon learned that age could not wither nor custom stale her infinite variety, meals nevertheless followed the usual Italian pattern. Lunch invariably began with an entrée, ended with cheese and fruit; dinner as invariably started with soup, finished with a sweet and fruit. A typical lunch might be:

Risotto (or gnocchi, or an omelette, or cheese soufflé, or a vermicelli mould with chicken livers)
Veal Cutlets
Zucchini (Italian Squash)
Cheese
Fruit

The menu for a gala dinner might be:

Brodo con uovo filato (thin soup with filaments of egg)
Piccioni con Insalata (roast squab with green salad)
Asparagi Parmigiano (asparagus with drawn butter and grated Parmesan cheese)
Monte Bianco (boiled chestnuts put through a ricer and topped with whipped cream)
Frutta (possibly large whole strawberries with the caps intact—to be dipped into powdered sugar)

The tea-hour brought forth hot, buttered, toasted *brioches*, cinnamon toast, or freshly made scones with plum-cake, small frosted muffins, or date-and-nut torte.

Both Bernadina and Guilia cooked *piccioni*, or roast squab, to perfection, but their methods varied. Bernadina was likely to make a rich stuffing of bread-crumbs moistened with a little Marsala and egg, and seasoned with ground ham, sage, Parmesan cheese, and the squab livers (previously cooked in butter and chopped). Guilia merely put a slice of bacon and a sprig of fresh green sage leaves inside each squab, then browned them in a small sea of olive-oil. (If, however, you prefer to use butter instead, the result will be perfectly satisfactory.)

Good olive-oil is, incidentally, an absolute essential of Italian cookery. It lends flavour to spaghetti sauces; a delicate *fritto misto* is dependent upon it; with the inevitable bowl of green salad, it is indispensable. The Italian trick of cooking steak is to brush it before grilling with a feather dipped in olive-oil, thus ensuring a crusty brown surface with a rare, juicy interior.

Mabel's corn pudding

Eventually, we returned to America and to such unforgotten compensations as corn on the cob and fresh baby Lima beans. Mabel's corn pudding was another. This is how she made it:

24 ears of corn, grated
4 eggs, beaten separately
1½ cupfuls of milk
1 tablespoonful of melted butter
½ teaspoonful of baking-powder
Sugar and salt to taste

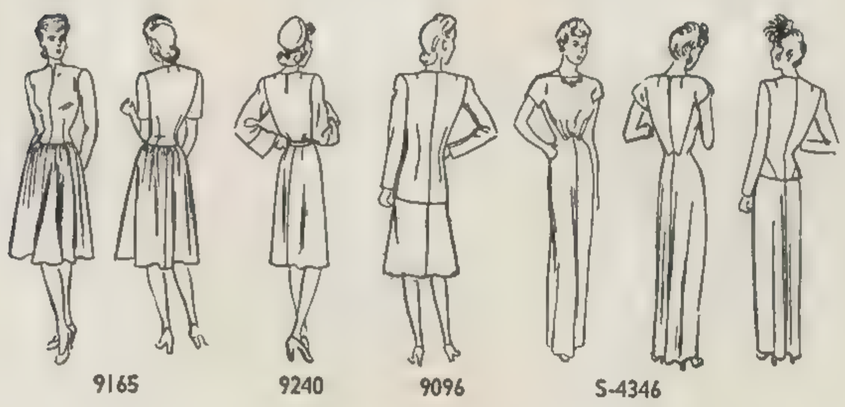
Mix the ingredients, fold in egg whites; bake in a slow oven until set.

Other cooks

Our down-East Maine cook knew how to concoct the most savoury lobster stew, and nothing could be simpler or more delicious for supper on a cold night. To make this, simmer some boiled lobster meat gently in butter for a minute or two, add rich milk or milk-and-cream, heat, add salt to taste and more butter. Sprinkle with freshly ground black pepper and serve very hot.

Our present incumbent is Hattie from Maryland. She is quiet, even-tempered, a good cook, and, I sincerely hope, *permanent*. It isn't the season for shad yet, and we haven't tried her on terrapin. But her chicken and baked hominy grits are marvellous. For these, oh well, take a quarter-pound of cheese...

DESIGNS FOR DRESSMAKING



These are other views of the Vogue Designs for Dressmaking which are shown on pages 86 and 87. They are designed for sizes: 9165 and S-4346, in 12 to 20 (30 to 38). 9240 in 12 to 20 (30 to 38); and 40. 9096, in sizes 12 to 20 (30 to 38); 40 and 42. Nos. 9165, 9240, and 9096 are all "Easy-to-Make"

PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT, AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 130

CAPTURE AND HOLD . . .
The Figure of your Dreams
with the help of this new
DETECTO
Doctor's Type Scale for the Home
Check your weight daily, in your own home, on this impressive, new Detecto Doctor's Type Scale. It is professionally accurate . . . built on the same time-tested springless, balance principles as the scale in your physician's office, but infinitely more beautiful and more compact. It is an unerring yardstick of health and an essential aid in attaining a stunning figure.
Takes only a square foot of floor space
Waist-high . . . no stooping . . . simple to use . . . safe platform. Weighs every 1/4 pound up to 300. Fully guaranteed. Takes only a square foot of floor space. In newest bathroom shades.
$17.00
Slightly higher west of Miss.
A SMART Gift FOR EVERY OCCASION
AT THE BETTER STORES
DETECTO "CHARM" MODEL
. . . one of several attractive models available in the newest colors. With new "Crysto-Clear" Dial. Specially tested. Guaranteed accurate. Weighs each pound up to 300. Over 4,000,000 Detecto Scales in Use!
P. S. Send for DETECTO CHARM BOOK . . . new reducing system containing a 15-day set of exercises and diets. Send 10c to cover mailing.
$3.95
Other models from $2.98 to $6.95
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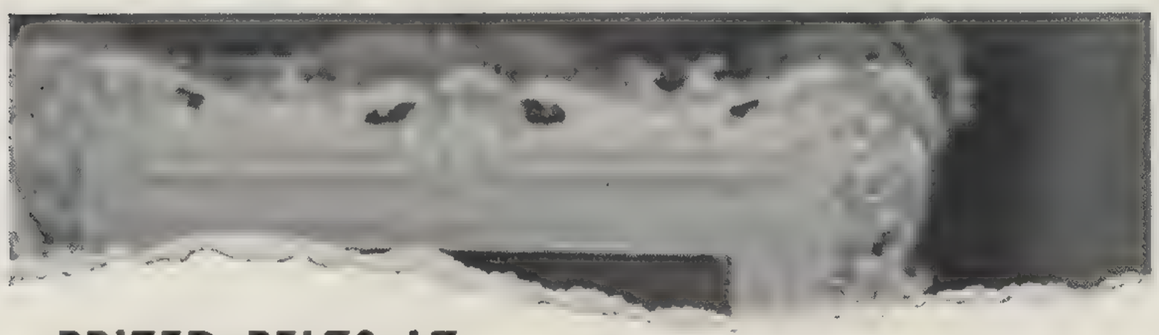


PRIZED PELTS AT PRACTICAL PRICES... *Tingona** LAMB

★ *This new fur is chosen from the selected South American peltry — light and durable. It is made magnificently supple by Hollander's new Featherlite process. In rich two-tone grey shade, Tingona closely resembles natural grey Persian Lamb in color and beauty, although it costs you far less. You may also have it in glossy black or other smart colors. For luxury at less than $200, make Tingona yours.*

*REG. U. S. PAT. OFF.

To Be Sure of getting genuine Tingona Lamb, insist on seeing this tag.

Tingona Lamb has now reached most smart stores in every part of the country. If your favorite store is not yet ready, write to Eitingon-Gregory, Inc., 224 West 30th St., New York.

A LIGHT HAND WITH A SOUFFLÉ

By Marie Kimball

"A SOUFFLÉ is a work of art. Like its name, it must be as delicate and as tender as a breath of air, as faintly perfumed as a night in spring. To achieve this requires loving care. The ingredients must be carefully blended, the whites of the eggs beaten to just the right consistency, the oven not too hot. The wire whisk, which is used for all stirring, for cakes, for sauces, for eggs, makes a superb soufflé, but satisfactory results can be obtained without it."

Thus lyricized a famous chef formerly connected with the Cordon Bleu. He was making a *Soufflé à la Rothschild*, one of the most popular of all soufflés. He beat the yolks of three eggs with a wire whisk until light. Gradually he added, while continuing the beating, one-fourth of a cupful of sugar and one-fourth of a cupful of flour. (To be sure he used the scales, and his quantities were measured in grammes, but we have translated them to American measurements.) To the above mixture, he added one cupful of hot milk and three tablespoonfuls of butter, melted. This mixture was cooked until thick, then set aside.

Meanwhile he cut up, in very small pieces, some candied cherries, pineapple, and angelica (there should be three-quarters of a cupful of the mixture), and over this he poured two or three tablespoonfuls of kirsch. A round mould was now thoroughly buttered and dusted well with sugar. The whites of four eggs were beaten to a firm, but not dry, froth with a pinch of salt. Very carefully they were folded into the first mixture. Some of the soufflé was put into the mould, then a layer of the chopped and perfumed fruit; repeat, ending with the soufflé mixture.

The pan was set in another with a very little hot water and put in a moderate oven for about twenty-five minutes. It was turned several times, to ensure its rising and browning evenly. Finally, it was taken from the oven and devoured by those members of the class hungry enough to pay two francs a portion.

"The mixture used in this soufflé," the chef added, "is the basis for most soufflés. You omit the fruit, flavour with vanilla, and you have Vanilla Soufflé, a very dull dish, indeed. Upon the flavouring you select, upon the various ingredients you incorporate, depend the variation and distinction of your dish."

Lemon Soufflé with Strawberry Sauce

Beat the yolks of three eggs until light. Add three tablespoonfuls of sugar mixed with four scant tablespoonfuls of flour and a pinch of salt. Add one cupful of hot milk and three tablespoonfuls of butter, melted. Cook until thick, stirring the while. Remove from fire, add the grated rind and juice of one lemon. Let cool. Fold in the well-beaten whites of four eggs, and turn into a well-buttered and sugared mould.

Meanwhile stew one pint of strawberries with two-thirds of a cupful of sugar and one tablespoonful of water, for about twenty-five minutes. Add two tablespoonfuls of cognac and turn into a silver bowl. Pass as a sauce with the soufflé.

Hazelnut Soufflé

Beat the yolks of three eggs until light. Add gradually three tablespoonfuls of sugar mixed with as much flour and a pinch of salt. Grind three-quarters of a cupful of hazelnuts very fine. Pour over them one cupful of milk and bring to the boiling-point. Add to the first mixture and cook until thick, stirring constantly. Add three tablespoonfuls of butter, melted. Let cool.

Beat the whites of four eggs until light and fold into the soufflé mixture. Turn into a well-buttered and sugared mould and bake about twenty-five minutes. Serve with whipped cream slightly sweetened and flavoured with coffee.

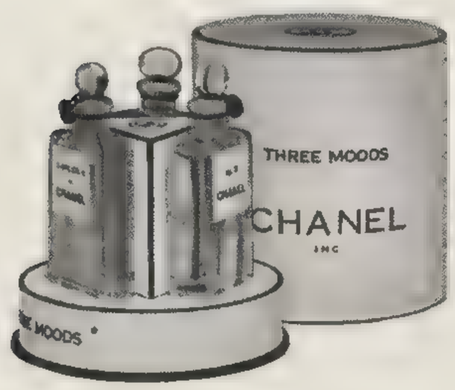
Ceylon Soufflé

Beat the yolks of three eggs until very light. Add gradually three tablespoonfuls of sugar mixed with three tablespoonfuls of flour and a pinch of salt. Heat one cupful of milk, add two heaping teaspoonfuls of tea, bring to a boil, and let stand five minutes. Strain through a cheese-cloth and add (Continued on page 112)

Gown from Bergdorf Goodman

IT IS STILL POSSIBLE TO GET. . . AND GIVE—CHANEL

Thanks to fortunate foresight, there will be Chanel gifts again this Christmas. But naturally, more people will choose world-famous Chanel fragrances. So do be foresighted yourself, and do your 'Chanel' shopping *early*.



Chanel "Three Moods" Set. Any three Chanel perfumes. For the mood of the moment. In pedestal box (above) or traveling case.

Chanel Eau de Cologne with smart new atomizer. Choice of No. 5, Gardenia, Russia Leather or No. 22.

Chanel Eau de Cologne and matching Talcum. Perfumed with No. 5, Russia Leather or Gardenia. Three popular sizes.

CHANEL

No. 5, No. 22
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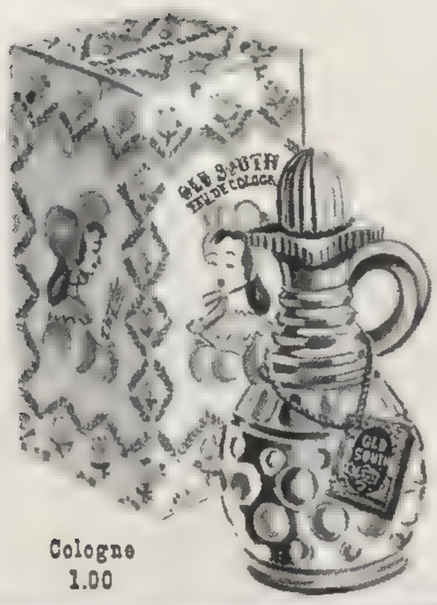
Chanel, Inc., New York



Cologne
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Caressed by the charm of the Old South. Endorsed by the famous Natchez Garden Club — for their matchless portrayal of a golden era of romantic living. Inspired by museum pieces, old prints, quaint costumes and customs. Excitingly new—yet as mellow as an heirloom. . . .Thus Old South Toiletries unfold a glorious array of new accessories, tuned to the tempo of modern romance and artfully moded from a chivalrous past. . . .Thrilling gifts for anyone!—and a choice of two new and widely acclaimed perfumes: Plantation Garden or Woodland Spice. See Old South at leading drug or department stores—or write Old South Perfumers, 347 Fifth Avenue, New York.

OLD SOUTH
Toiletries

Memory Box
1.00

Romance Box
2.00

A LIGHT HAND WITH A SOUFFLÉ

(Continued from page 110)

to first mixture, along with three tablespoonfuls of butter, melted. Let cook until thick. Set aside to cool; then fold in the well-beaten whites of four eggs.

Butter well a round mould and dust with sugar. Put in half your soufflé, then a layer of crushed macaroons that have soaked for half an hour in two tablespoonfuls of rum (there should be about three-quarters of a cupful of the macaroons). Put the remainder of the soufflé on top of this, dust lightly with powdered sugar, and bake in a moderate oven for about twenty-five minutes.

Strawberry Soufflé

Beat the yolks of five eggs until light. Add gradually three tablespoonfuls of sugar mixed with four tablespoonfuls of flour and a pinch of salt. Add one cupful of hot milk and cook until thick. Add three tablespoonfuls of butter, melted. This will be thicker than the usual soufflé. Cool. Beat the whites of four eggs until light.

Stir into the first mixture three-quarters of a cupful of crushed strawberries, then fold in the whites of the eggs. Turn into a well-buttered and sugared mould and bake as usual. Serve with a sauce made of crushed strawberries sweetened and flavoured with two tablespoonfuls of kirsch.

Mocha Soufflé with Brandy Sauce

Beat the yolks of three eggs until light. Add gradually one-quarter of a cupful of sugar mixed with the same amount of flour and a pinch of salt. Mix together one-half cupful of hot milk and one-half cupful of very strong coffee. Add to first mixture and cook until thick. Cool, then add the well-beaten whites of four eggs. Turn into a well-buttered mould and bake as usual.

For the sauce, cream well three tablespoonfuls of butter, add gradually one cupful of powdered sugar. Drop by drop, stir in two tablespoonfuls of cognac. Beat in the yolks of two eggs, a pinch of salt, and one-half cupful of cream. Cook in a double-boiler until thick. Serve hot.

Cheese Soufflé with Lobster Sauce

"A soufflé," the chef went on, "does not of necessity have to be sweet. It may be made of vegetables, of fish, of chicken. A Cheese Soufflé with Lobster Sauce is a dish for a king."

As usual, beat the yolks of three eggs well. In a pan, melt three tablespoonfuls of butter and stir in gradually the same amount of flour. When well blended, add all at once a cupful of hot milk and a pinch of salt. Stir this briskly until it thickens. Remove from flame; add egg yolks. Add four tablespoonfuls of grated Parmesan cheese, and three tablespoonfuls of grated Swiss cheese. Stir until melted. Cool, then fold in the well-beaten whites of four eggs and turn into a well-buttered mould. Bake as usual. As soon as it is done, remove from the oven and serve with a Hollandaise sauce to which you have added one-half a cupful of lobster cut in small cubes. The lobster may be sprinkled with a tablespoonful of cognac before adding, if you wish.

Onion Soufflé

A dozen small white onions are peeled, and slowly, ever so slowly, cooked in butter until they are the palest gold. They have, of course, been cut up fine before they are put in the butter. When they are done, they are passed through a sieve, and should make nearly a cupful of purée. Now melt three tablespoonfuls of butter and blend in the same amount of flour. When well mixed, add one cupful of hot milk all at once and stir with a whisk until it is thick. Add the onion purée and let cook up. Now add the yolks of three eggs well beaten, and set aside to cool.

The whites of four eggs are beaten until firm with a pinch of salt, and gently folded into the first mixture. Turn the soufflé into a well-buttered dish, set in a pan with a little hot water, and bake about half an hour in a moderate oven. Bake the soufflé in a long pan, cut it in squares, turn it out, and serve it on a silver platter—if you achieve that you are a real Cordon Bleu!

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new Horizons
de Lara
New Horizons
The perfume that carries you on... and on!
THREE SIZES
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Now that you are indoors more you'll be needing new slippers. Warm and snug ones? Cute new quilted ones? Any Daniel Green dealer or department can show you all kinds. Real Comfys really fit, too. They are made as only Daniel Green *can* make them. DANIEL GREEN CO., Dolgeville, N. Y.

DANIEL GREEN *Comfy* SLIPPERS

My hair will *never* tell you I'm 40—for it's just as young-looking, just as rich in color, as when I was 25! My beauty operator knows the secret! When I come to her, I close my eyes, relax gratefully. She brushes my hair, watches for whispers of gray or dullness, then starts a gleaming cascade of bubbles over my hair. When I open my eyes, my hair is a gleaming shade, as youthful-looking as on my 25th birthday! I don't mind birthdays—I can always have an Eternol Treatment!

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FOR DULL OR GRAYING HAIR

TINTS • RECONDITIONS • CLEANSES IN ONE SIMPLE OPERATION

PARAGON DISTRIBUTING CORP., 8 WEST 32nd STREET, NEW YORK, N. Y.

THE NICEST HOUR OF THE DAY

A traditional tea-set is this plated silver one, called "Regent," from Reed and Barton. The sterling teaspoons are in their "Georgian Rose" design. Royal Chelsea china—white with blue roses—from Alfred Orlik. Beige voile cloth with lavender linen flowers: Kargère

COME winter, come summer, afternoon tea is still one of the most pleasant of customs. It's one of the easiest and most attractive forms of entertaining. And it's especially heaven-sent on snowy afternoons—served before a crackling fire. Not only is hot tea a social rite—it's one of the best pick-me-ups we know. Some people make a career of it!

The setting for tea is an important part of its charm. And we believe it should be served with all the trimmings—shining silver, lovely china, fine linen. Either of the plated silver tea-sets shown here would add to the attractiveness of your tea-table—and both are comparatively reasonable in price. Both are gracefully designed in simple good taste.

The one called "Regent" in the photograph above, is adapted from the decorative style of the Regency period in England—a pleasant example of the transition between the simplicity of Colonial design and the elaborate style of the Victorian period. "Sulgrave Manor," shown in the photograph below, is a reproduction of an English service of the late Georgian period—it is a simple and dignified design.

Choose pretty tea-cloths for your table, in fragile organdie or dainty linen—simply designed or lavishly embroidered in colourful flower motifs. Either of the ones shown here would be becoming to a tea-table.

EMELIE DANIELSON

Reed and Barton's "Sulgrave Manor" plated silver tea-service is also traditional in feeling. Shown with it, Reed and Barton's sterling teaspoons in their "Hawthorn" design. Red-and-gold old English china from Alice Marks. Mosse's white linen tea-cloth has organdie inserts

ON THE LIPS OF EVERY SMART WOMAN –

Red Gentian

– FASHION-RIGHT FOR THE NEW FALL COLORS

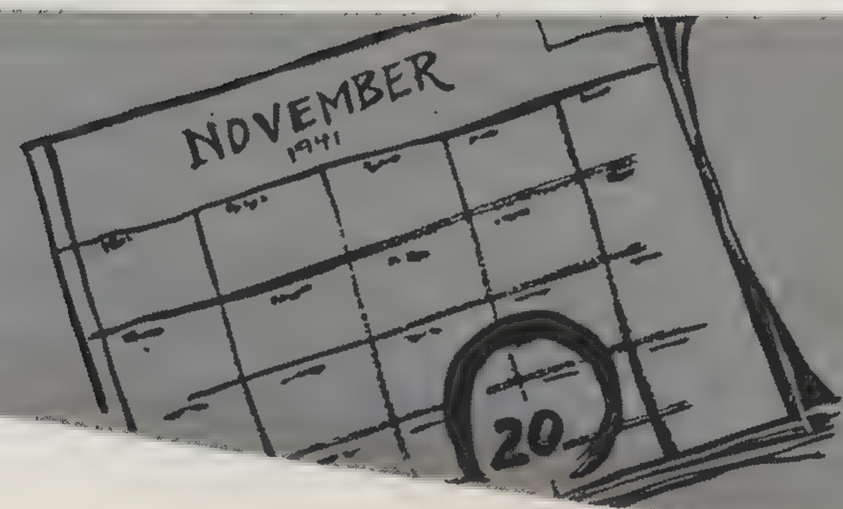
While the couturiers have been creating exciting colors — from elephant-gray to petunia-pink — Barbara Gould has been busy, too.

And with what news-making results! For now Barbara Gould presents Red Gentian . . . a superb new lipstick with matching nail polish in a dark ruby red.

Red Gentian is planned for autumn's most daring colors. It keeps you fashion-right from lips to fingertips. And the fact that it comes from Barbara Gould, assures you that it's *right*.

Lipstick . . $1.00
Nail Polish . . 25c
Face Powder and Rouge to harmonize.

Barbara Gould
DISTRIBUTORS, NEW YORK



Seniors! There is still time to enter

VOGUE'S 7th PRIX de PARIS

Here is Quiz 1 in Vogue's 7th Prix de Paris. Answer any 4 of the questions below and take your first step towards an exciting career. Three more quizzes will follow in future issues of Vogue. Then—if you pass these, there will be a short article to write—the last lap of this contest for senior college women. Turn to page 124 for rules, entry blanks, and the list of prizes.

FASHION

1. In about 250 words, sum up the new fashion picture for autumn and winter 1941. Base your conclusions on the September and October issues of Vogue.
2. Write a paragraph of descriptive copy in the manner of "Vogue's Address Book" using local shops, dressmakers, services, for the basis of your copy.
3. What shoes seem to be replacing the saddle shoe on your campus? Do you like them as well as your saddle shoe, and do you think there is a new shoe trend among college girls? Discuss in about 200 words.
4. On pages 64 and 65 of October 1 Vogue, there are two color photographs. Using approximately the same space as now used, re-write the descriptive paragraphs under them, focussing the interest on the clothes.

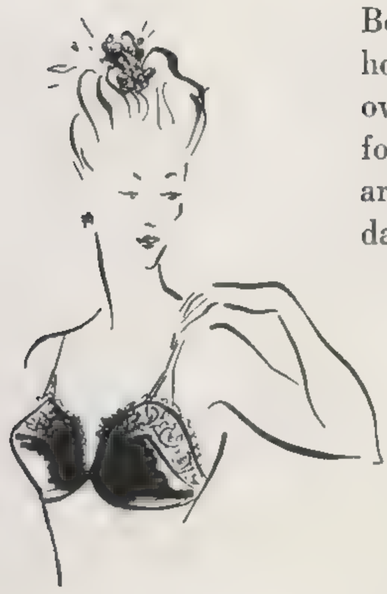
NON-FASHION

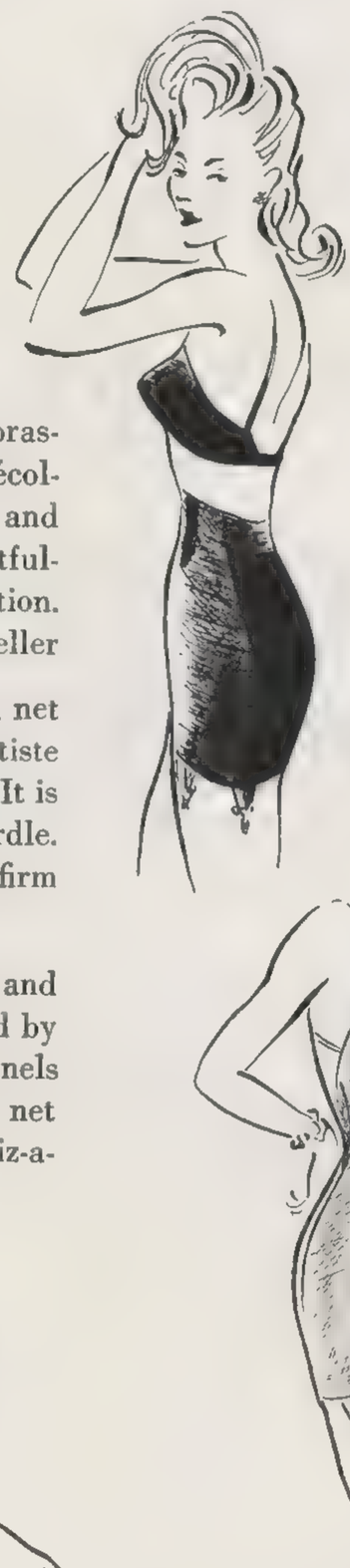
1. Re-write the Prix de Paris advertisement in October 15 Vogue. Do you think this is an eye-catching, action-compelling advertisement? Discuss in 150 words.
2. In the manner of "Vogue Covers the Town", describe three campus gathering places that you like.
3. If you were given a check for $75 and a three days' vacation at Thanksgiving, describe two places you would like to visit (and could visit for $75 each). Use about 100 words for each place.
4. In about 250 words, write a descriptive vignette of the biggest autumn event on your college calendar.

UNDERCOVER WORK

Five ideas that can give classic clarity to "un-classic" figures

Beauty begins here. The rounded silhouettes you saw on pages 46 and 47 owe much of their looks to competent foundations. Here we show models that are meant to mould the lines admired today—the fluid curve of waist and back.

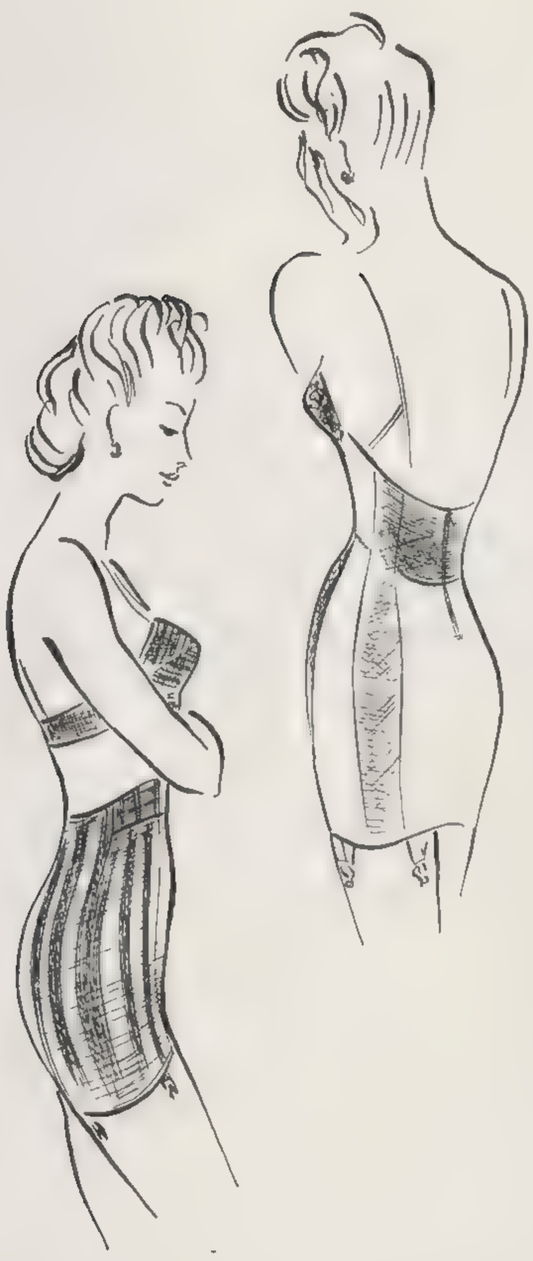




Above: Here is the ideal brassière for a low evening décolletage—very low cut, of lace and satin or batiste and net, artfully constructed for separation. Made to order by Bonwit Teller

Right: Jet-black sheer nylon net "Lastique" and nylon batiste make a girdle light as froth. It is a boneless Flexees step-in girdle. The brassière to match gives firm lines. Arnold Constable

Lower right: Accent on bust and hip—classic standard revived by these rayon satin elastic panels and two-way stretch power net sides. Carter all-in-one. Inviz-a-grip garters. Best



Left: "Two-way, one-way control" is the cryptic phrase that describes this Le Gant corselette. That means it stretches front and back to elongate as you sit, and also stretches all ways on the sides for hip control. This is a device to give you the flowing hip-line and tiny waist. Saks-Fifth Avenue has this

Left: The striped girdle is a new innovation this year. This supple Vassarette is of sheer nylon woven with "Lastex," lightly boned in front, to keep your contours clear. The brassière is designed to give the uplift and separated lines most flattering to figures. Adjustable back. From Best

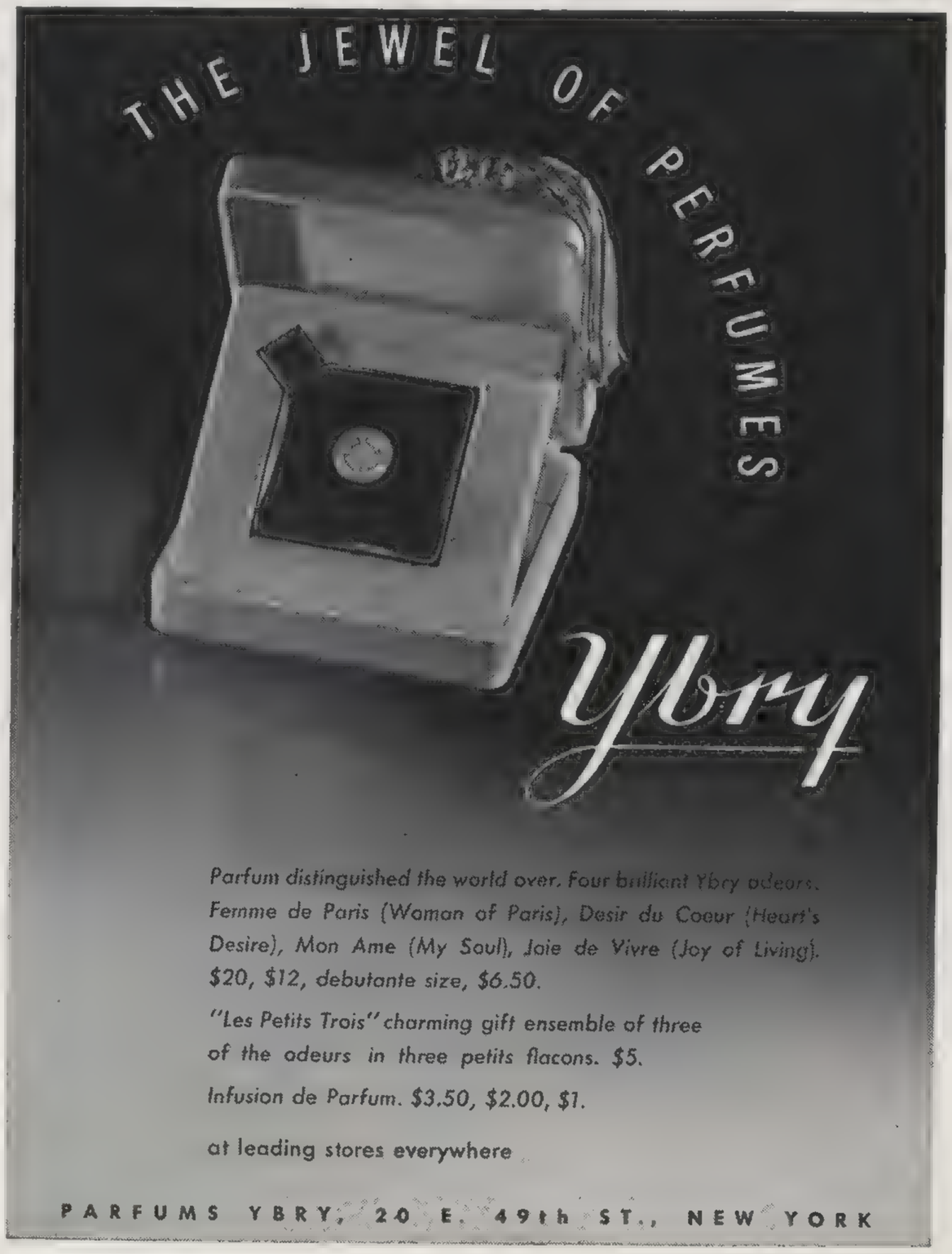
Want a FIRMER, SMOOTHER, More YOUTHFUL-Looking Throatline?

. . . What woman doesn't! Then use this new, completely revolutionary astringent mask. Chin-ep is amazingly effective in making loose, flabby skin on your throatline and chinline *firmer, smoother.*

Chin-ep

WITH APPLICATOR BRUSH $3.00

L. R. KALLMAN AND COMPANY
Chicago, Ill.



LIFE CAN BE

By Jan

DAYTIME radio serials, called by the less complimentary names of soap operas or cliff-hangers, occupy the networks from the time the man of the house leaves in the morning until he returns in the evening. They recount the tragedy and comedy, the drama and the melodrama of characters whose voices over the air have become an integral part of the lives of twenty-two million radio listeners.

In a space of fifteen minutes, with three or four minutes out for the announcer to extol the virtues of his sponsor's product, they raise the interest of the listener to fever-pitch, and, more important, they manage in the last few sentences to create a clamorous impatience for what will come tomorrow. That last fillip, as the scene fades on the heroine whose hold is slackening on the edge of the cliff, is what has earned them the name, "cliff-hanger." It is reminiscent of the early days of Pearl White serials. More often they are called "soap operas," because so many of them are sponsored by soap companies.

There are sixty-odd of these emotional peep-shows, and even the producers of them wonder how so many women manage to be faithful to so many of them. The radio stations know that the housewives of America are listening, because they not only listen, but they write vociferously to express either their approval or their disapproval. The soap horrifics may be only voices from another world to the radio listeners who dial for good music or a political forum, but they are living, palpable worlds to the woman who does her ironing, cooking, and sewing to the tale of the joys and woes of someone else who might almost be herself.

It is this ability to become *real* that has made what started out as a half-hearted experiment into a very notable phase of every-day American life. The daytime serials were born in Chicago, and born of a necessity to find radio interest in a city which did not have much radio talent or many radio Big Names. The talent and the big names were in either Hollywood or New York. The Chicago radio stations had "time on their hands." Someone, the name is lost among the lists of forgotten authors of bright ideas, suggested a serial built around a woman, her man, and her family. It was such a familiar formula that it was earmarked by radio critics for failure before the first episode came over the air. The formula is six years old now and going strong.

NATURALLY, these true-to-life dramas are not true to life in the petty, every-day way life has of comporting itself. They are true to a life that is fraught with emotional intensity, with erring husbands, with Other Women, with crescendo climaxes not once-in-a-lifetime, but every fifteen minutes. They are bright baubles threaded on a philosophy that gives security, glamour, and a vision of a wider horizon to the listener whose husband is about to lose his job, or whose face is plain in the mirror, or who has never been out of "this small town." For those who believe in them, they make the frustrations and the fulfilments of life come out even.

The first to believe in the radio serials and the ones who believe in them most are the men and women who write them. Say "tongue-in-the-cheek" to a radio serial writer, and you will see a bomb explode too close to you for safety. The characters they create are not money-in-the-bank to them, but flesh and blood. It doesn't surprise a soap-opera writer when Mrs. Glotz knits a pair of socks for the baby in his program, because he believes in that baby almost as much as she does. Naturally, he knows that the voice of the baby belongs to an actress from AFRA, who can be a three-year-old child or a three-day infant in practically one breath, but, well, anyway he doesn't blame Mrs. Glotz. Why, when that baby was desperately sick with that frightful fever, the author walked the floor all night himself, worrying.

Yes, the writers do believe that their characters live. Ask Carl Bixby and Don Becker, the co-authors of "Life Can Be

TERRIFIC!

Spiess

Beautiful" and "The Man I Married," if the owner of the bookshop is really fond of the girl he found on the streets, or if Eve and Adam will keep their love in spite of all that threatens their domestic bliss. Ask Orin Tovrov if Ma Perkins is a grand old woman or just a voice on the air. Ask Jane West if there has ever been a more upstanding family than the O'Neills. Their answers will set you farther back on your feet than George Bernard Shaw would if you asked him if "Pygmalion" was written with one eye on Hollywood.

Incidentally, it requires a very difficult technical manœuvre to write a soap opera. In a space of less than a quarter-hour each day, it must convey the impact of a three-act play, plus a last-line climax that will hold its audience's interest for twenty-four hours. In that short space of time, it must have an introduction which will enlighten a new listener, so that she will know what has been going on for the past months or years; it must enlarge on the episode that the old listener has been waiting breathlessly to dial in on; and it must give each of its characters enough heartbeats to stir the hearts of the audience. It must also observe all the taboos that inevitably affect a medium which belongs to a great cross section of humanity.

The taboos are rigid in the realm of morals. Right and wrong are black and white, and no deviation is permitted. The people in small towns who are too high and mighty get their "comeuppance." Girls in cities are pursued by men whose intentions are delicately questionable, but the hero comes along, and the lie detector would never quiver when he declared himself. The hero may have, and he does have, his faults, but his intentions are better than good, and, with those Good Intentions and the little woman at his elbow, he is bound to come through.

However, there is an unwritten law of daytime serial characterization which should give the men who won't listen something to mull over, and that is that slyly, but consistently, the faults of the male are put under a merciless light. While a woman listens to the soap-opera husband being put firmly in his place, she feels her own sense of superiority being rehabilitated. She has been listening to the "Right to Happiness" that day and knows just the right answer.

There is not much humour in the daytime serials. It is seldom that the characters are not in dire difficulties. There is no calamity that one could imagine, no disease so obscure and terrifying, no intricate family machinations that are not exploited to the last groan. What the fire-bell is to the fire-horse, the clang of the ambulance bell is to the soap-opera writer. The jealous anguish of Iago is child's play to the jealous fears (always unjust) of the husbands in radio melodrama; the disillusionment of Anna Karenina is afternoon tea compared to the anguish that the brave little woman on the air goes through. And she goes through one difficulty only to come upon another. Anything can happen...and does...to a soap-opera heroine.

THE actresses who portray these "martyrs-to-housewives-boredom" are culled, for the most part, from AFRA, the radio union. In summertime, actresses on busman's holiday from Broadway will take a part, "just for the fun of it"...the fun and twenty-one dollars a show. Girls who can do special bits with their voices make a fairly steady trek to NBC or CBS. There are girls and men who bark so realistically that they are always available for canine parts. Fido, under the kitchen stove, has been known to leap at the throat of the radio when an especially vicious growl emanates. Tess Sheehan, who plays Cora Jackson in "Woman of Courage," will also oblige her director by imitating a frog. Of course, banging doors, crackling flames, and creaking stairs are the tricks in trade of the sound effect men.

Nothing is spared for realism, and it is no wonder that the radio stations are deluged with phone (Continued on page 120)

New Cushion-Guard Kurlash

Easy Way To

Lovely Eyes!

Hie yourself to the nearest drug or department store for one of the new Cushion-Guard Eyelash Curlers! It's the famous Kurlash in a new guise—four improvements to make the most of your eyes! If you are already a Kurlash devotee, you know the eye-beauty miracles the original model performed...NOW you will want the improved one. If it's all news to you—make this the time to get acquainted with the new Kurlash! Price remains $1.00

COMPANION ACCESSORIES TO EYE-BEAUTY!

Kurlene...rich, oily-base cream for lashes. Used with Kurlash for more lasting results. Imparts dewy sheen to lids and eyebrows, too! . . . . . $.50

TWISSORS . . . their scissors-handle make these precision-built tweezers easier to hold—a cinch to use! Standard Model . . . $.25 . . . Professional Model . . . $.50

KURLASH

The Only Complete Eye-Beauty Line

THE KURLASH COMPANY, INC.

Rochester, New York • New York City • Toronto, Canada

WRITE Jane Heath, Dept. 10W for generous trial tube of Kurlene (send 10¢ in coin or stamps). Receive free chart analysis of your eyes and their make-up. Give color of your eyes, hair, and skin.

A Hint for Christmas Smugglers

THE hardest part of choosing a Christmas gift . . . for the one especially important to you . . . is finding something which by its own character expresses your esteem. Consider, then, a gift of Hartmann luggage . . . nothing can be more distinguished . . . nothing can express more thoughtfully or usefully your desire to make your gift this Christmas the finest thing of its kind obtainable.*

SKY-ROBE: Holds from 4 to 8 dresses and accessories.

If it's a gift from the heart—give

HARTMANN Luggage

KNOCABOUT: 2 suits on hangers and haberdashery.

**Call Western Union for the name of the luggage shop or department store most convenient to you featuring this gift of gifts.*

HARTMANN TRUNK CO. • RACINE • WISCONSIN

Through the courtesy of your merchant we bid you welcome to our permanent exhibitions in the following cities.

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Designers and Makers of America's most Beautiful Bedroom and Dining Room Suites

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DETROIT • KANSAS CITY • MILWAUKEE • MINNEAPOLIS • NEW YORK
PHILADELPHIA • PITTSBURGH • SHEBOYGAN • ST. LOUIS

LIFE CAN BE TERRIFIC!

(Continued from page 119)

calls giving advice when Young Dr. Malone has legal difficulties, or when Young Widder Brown can't make up her mind to marry Mr. Right because of her two children, or when, in "Lone Journey," the city slicker almost upsets the apple-cart for the lonesome rancher. When a girl finally makes up her mind and is actually taking the step via the altar, the station is deluged with pots and pans and cook-books and home-made antimacassars.

When a new show is about to be born, it is tried on records from small stations, and the fan-mail response determines whether the show will go on the big networks. Sponsors, authors, actresses, supervisors, and agents all read the fan mail that comes in for the show they are responsible for. If the letter is written on blue-lined paper in pencil with misspelled words blurred by tears, the show goes on; if the letters are fewer, written on good note-paper in legible handwriting with critical phrases interspersed among the words of praise, the show still goes on, but the trend it takes is carefully fostered for the "carriage trade." And a show that draws both types of letters with gifts for the radio baby when it is born and telegraphed offers from blood-donors for the injured hero is bonanza to any sponsor. It will be given a five-year contract, and a battery of high-flight radio officials will coddle it to maturity.

THERE is a new form of serial drama being evolved for the radio, and the most outstanding example of it is a five-times-a-week show entitled "Against the Storm." Sandra Michael, the writer, has given it the form of a dramatic prose poem, which moves with the powerful flow of life unimpeded by melodrama. It relies for its appeal not upon what people do, but what they feel; not what they say, but what they think. And to convey a drama in that fashion on a non-visual plane requires an effort that would make even Robert Sherwood sharpen his pencil a whit more. The fan mail is about equally divided between ruled and crested note-paper. The theme is simply stated by the professor in the play:

"Against the Storm of Life keep your head bowed
That's good sense...
But keep your heart high
That's better still.
I ask you to remember
That the longest storm the world has ever known,
And the worst,
Came to an end one sunny morning."

Miss Michael is also responsible for the idea of dramatizing the classics. She abandoned the idea in favour of her two daily shows, but there have been some very fine dramatizations of such diverse tales as "Wuthering Heights," "The Citadel," "Of Human Bondage," and "One Way Passage." Herbert Little, junior, and David Victor are the authors, and they bring such reality to the heartbreak in each story that, on certain of the tensest days, there is scarcely a dry eye over a radio dial.

There is a new faith in the radio serials among sponsors, directors, actresses, actors, and writers. It is not enough to say as the author of "The Goldbergs" said (angrily, it is reputed), "It's not great literature, but it's honest." Radio script writers believe it can be great literature. Why no? The medium is flexible. Older art forms were once more tainted with falseness, silliness, and cynicism. When you sat at a Mack Sennett comedy, did you know that some day you would see "The Informer?"

No thoughtful analyst of our times can dismiss them. There may be a twentieth-century Macbeth sponsored by "bubble, bubble, bubble soap, the dream bar for little witches"; or perhaps a new Ibsen will arise who will listen placidly while an announcer chirps, between the acts of his play, "Ghosts...the biscuits that didn't brown because *you* didn't use Berry Brown Baking Powder." If you don't want to believe that soap operas are the white hope for creative art, don't; but don't laugh them off too lightly... they'll grip you if you don't watch out.

SURFACE BEAUTY

(Continued from page 49)

heavy powder for the stage, or for special evening occasions when the lights will be strong enough for a heavy-powder texture. Remember that your powder must have a texture and colour relation to your foundation cream—a subject you will hear more about a little later.

The prime requisites for a pretty, natural-looking complexion are health, rest, fresh air, cleanliness, and the right make-up...to complete the illusion of radiant natural beauty. Your skin is a barometer of how you feel, what you ate last week, how late you stayed out last night, how much you smoked, how much you drank. When you've been dissipating, your face mirrors it all too accurately.

You can see the visible effects that rest has on your skin, if you lie down for an hour with a good lubricating cream on your face when you're really fatigued. Your skin relaxes and then seems somehow to pull itself together, and the cream smoothes away the irritation a tired skin feels. Fresh air and sunlight are wonder-workers, too; often they're all that's needed to clear up that dull grey look that comes from too much indoors or too many night-clubs.

YOUR skin and your health have so much influence on each other that to neglect the one is to harm the other. Your skin has the important job of eliminating 70% of your body's waste—and a clean, healthy skin is obviously better equipped to handle this work than a tired, clogged one. Plenty of liquids in your diet, particularly milk and citrus fruit-juices, and, of course, water, facilitate elimination through the skin.

The butter fat in milk, with its Vitamin A, helps you avoid dryness and skin irritation. The rich Vitamin C content of citrus fruit keeps your skin tissues healthy. If you are dieting, be sure your diet includes citrus fruit and milk (or, at any rate, butter fat) and water between meals, or else your skin will lose in beauty with every pound you lose. What you eat is at least as important to your skin beauty as what you put on from the outside. (One beauty house puts out a vegetable broth as part of their beauty régime, because they feel that vitamin-rich liquids are so important to beauty!)

Even if your skin takes care of its own elimination work efficiently, it is often made to suffer for the deficiencies of liver, kidneys, stomach, or nerves. Any serious skin disorder is a problem of health, and should be treated by your doctor as well as by your dermatologist.

THE most important thing you can ever do for your face is to keep it marvellously clean. Just what method you choose for this purpose will depend upon your particular type of skin. The fashion of scrubbing your face is, happily, coming back. The new cream soaps and soap creams make a softer, less drying process out of face-washing than those painful scrubs you were subjected to as a child. These products are best applied with special face-sponges, or with fine complexion brushes that stimulate, as well as cleanse.

If you prefer to use ordinary soap, cream your face first, and use a soap lather over the cream—then your skin won't "draw." There is a cleansing milk that you also wash off with a sponge, which gives you that water-clean feeling in a fine, softening way.

No matter what you wash your face with, you should apply an emollient cream or a lubricating type of foundation immediately afterward, to keep your skin soft and smooth. (*Unless* your skin is by nature excessively oily.) As a general rule, you'll be able to stand more face-washing in the summer than in the winter, because steam-heat and cold weather have a drying effect on your skin.

There are some skins that (Continued on page 122)

DRY SKIN
destroys that
DEW-KISSED LOOK
Try this Sensational New Way to Skin Loveliness!

DONNA LO Beauty Preparations are costly emulsified oils—the beautifying properties of which have been recognized for centuries. Apply DONNA LO Emulsions at night—let them work while you sleep, to help restore your natural beauty and charm.

You'll love DONNA LO for many reasons—among them the speedy ease of application; above all, for the results you'll soon see. Ask for these emulsions at your favorite beauty department. If you cannot locate DONNA LO near you, write us for full information, DONNA LO Laboratories, 4443 Olive Street, St. Louis, Mo.

The Donna Lo Line
includes Lotions, Cleansing Emulsions, Facial Oil, Finishing Emulsion, Pink Emulsion, Powder, Lipstick, Perfumes, and Colognes.

BEAUTY IN BOTTLES

Donna Lo
The Aristocratic Oil Emulsions

Sheared Beaver $750
Smart . . . fashionable . . . durable. Price range $500 to $750. On display now at Blissfield.
RICHLAND FURS INC., BLISSFIELD, MICH.

Keen for Teens...

It swishes...it rustles when you dance! It's Crown* Tested Rayon pucker taffeta in the smooth, tiny-waisted basque silhouette...very, very mellow! Sizes 10 to 16, under $30.

Bonwit Teller, New York City
I. Magnin & Company, California
Marshall Field & Company, Chicago

What does Crown Tested mean? It means that fabrics containing Crown Rayon and identified as Crown Tested have been constructed and finished according to standards for consumers' satisfaction. Samples of the fabric have been tested and approved by the Better Fabrics Testing Bureau, Inc., official laboratory of the National Retail Dry Goods Association, for fabric strength, seam strength, color fastness, and dry cleanability or washability as the case may be. *Reg. U. S. Pat. Off.

Crown Tested Rayon Fabrics

The First Name in Rayon . . . The First in Tested Quality
Copr. 1941—American Viscose Corp.

AMERICAN VISCOSE CORPORATION
World's Largest Producer of Rayon Yarn
Sales Offices: 350 Fifth Avenue, New York City
Providence, R. I.; Charlotte, N. C.; Philadelphia, Pa.

SURFACE BEAUTY

(Continued from page 121)

won't stand soap and water in any form, at any time. Nor should they have to—for cleansing cream followed by a skin freshener is enough to keep any healthy skin clean, if you'll use it often enough and carefully enough.

Remember, though, that cleansing cream can only remove surface dirt. Don't expect it to reach down and clean out pores that have been allowed to clog through long neglect. A stimulated, active, healthy, clean skin actually helps in its own cleansing. A series of good facial massage treatments will stimulate circulation and start your skin on the clean régime you want it to follow.

There are creams that have a stimulating surface-effect on the skin, that can be used regularly if your circulation is sluggish. They give you a sort of artificial blush that is very pretty and radiant-looking.

Perhaps you have that irritating half-dry, half-oily skin—oily patches around your nose, dry patches on your cheeks. If you do, scrub your nose with soap and water, and use cleansing cream and a rich emollient on the rest of your face and neck. Steam-heat is often the villain responsible for these dry patches...and it's a good idea, when they appear, to have them treated at once, lest they become a chronic irritation.

Even if your skin is quite oily all over—and *especially* if it is not—you should use eye cream around the delicate, quick-to-dry and quick-to-wrinkle tissues near your eyes. Once lines are etched in, they can't be erased...but you can help put off their initial appearance.

EMOLLIENT creams are necessary for anyone who's out of her 'teens. That soft skin on your body is kept soft chiefly because it's so well protected from extreme cold, extreme exposure, excess dirt. Your face and neck and hands can't compete with the hot-house pampering that convention has managed for the skin on your body. But you can give these exposed surfaces a lot of artificial help.

A very dry skin needs a rich emollient creaming three times a day: while you take your bath in the morning, while you dress in the evening, and—a thin layer—when you go to bed at night. Remember that you are fighting the million tiny lines that excess dryness can bring. A normal skin can very well use one twenty-minute period of rich creaming each day. Even an oily skin needs some sort of special emollient, to counteract coarseness. (Besides, there are almost surely *some* dry patches on it.) But never leave emollients on an oily skin overnight.

Too often, you forget that your neck is just as visible and just as vulnerable as your face. To avoid lines there, cream your neck before you bathe, and afterwards use a special neck cream that disappears on your skin. Make it a practice to spread a little emollient cream on your neck whenever you use it on your face.

(A word, too, about your chin-line. Don't stretch your chin up and out in misguided imitation of the swan. Pull your chin way *in*, and keep the back of your head straight, in a plumb-line with your straight, straight spine. After you have your chin well *in*, you can then easily lift it up, on its own little hammock-like muscle. Try it—see how easy it is?)

MILD skin fresheners can be used on dry as well as oily skins, simply to remove from your face that excess cream which might otherwise be a sticky invitation to dirt. For circulation, for firming, use a more stimulating skin lotion. And have you discovered what a wonderful pick-up a good freshener can be first thing in the morning?

Your foundation cream or lotion has a double service to perform for you. It acts as a protective film, to hold your powder and at the same time to (Continued on page 125)

Puff-Gard*
POWDER JAR

Keeps puff out of powder —always fresh and clean
$1.00

NEW!

A perfect gift! It's practical . . . it's lovely. Imagine a puff completely free of excess powder! The DuPont plastic guard keeps the puff secure in the cover—out of the powder. Clear crystal glass bowl with crystal or frosted cover.

At fine stores, including
MARSHALL FIELD, Chicago
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If not available in your city, write
GLUV-GARD MFG. CO., 220-5th AVE., N. Y.
*Pat. Pend. Reg. U.S. Pat. Off.

TUFFENAIL
America's
MOST EFFECTIVE AID
for
SPLITTING
BREAKING
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BRITTLE NAILS

The smart vogue for longer nails creates Onychosis, nail troubles. TUFFENAIL, the accepted active, complex solution tends to tuffen the nails, stimulate growth, and prevent dehydration and brittleness. Daily use will help you have long, healthy, lovely nails.

AT YOUR BEAUTY SALON, DRUG OR DEPARTMENT STORE
25c and 50c

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CELEBRITEES
HANDKERCHIEF

Bold, brazen colors flaming against a muted tone. Favorite American flowers for fashion's newest note . . . to accent your smartest costumes. Pure linen. Hand rolled.

INTERNATIONAL Handkerchief Mfg. Co.
17 East 37th Street, New York

REG. U. S. PAT. OFF.

A WET COMB THROUGH YOUR HAIR

By Margaret Macy

THERE's a Muscovite Bold named Hootkin who's opened a Barber Shop for Ladies down by the New York Public Library. A barber shop. You don't even make appointments. You sit and wait your turn.

Barber Hootkin operates with a comb and a pair of scissors. The word curl sends him into a Tartar fury.

"My God, *alors*, no!" he shouts. "Just your own hair. Short-short-short—so, then brush like mad. Comb in one hand. Brush in the other. Dip your fingers in cold water and massage life into the scalp.

"But don't waste time freezing" (he means frizzing), "and making scallops. Just be plain and easy and come to see me every two weeks."

What he does to the hair is beautiful, and his victims get a rugged, debonair look very handy for these times.

HOOTKIN to the contrary, there is another school of short hair. The school with curls. Merle Oberon's curls in "Lydia," a tidy little bunch on top, and the rest of her hair brushed up tight as she can get it. Muriel-King-the-Dressmaker's curls, none of them any longer than your little finger, always looking as if the wet comb had just run through them. No curls, exactly, but a pompon for Schiaparelli, who yanks that greying mop of hers tight as worsted, and fluffs the ends out on top.

"*These* curls feel so nice, darling. You can treat them so rough. Look." Bergdorf Goodman's Miss Jessica, that inspired milliner, ran her long, sharp, ruby-studded fingers through her topknot and gave a satisfied pat to her artless back hairs.

"What happened?" we asked.

Miss Jessica is not reticent. Her voice rose an octave, and thirty-five dollars' worth of velvet bows vibrated on the head of a near-by customer.

"My dear, it was when that *divine* Madame Perer came in—I wish you could see her in our new fur sailor—" Miss Jessica's eyes sparkled behind the tortoise-shell.

"And I *never* saw such fascinating hair. Not a spear of it over two inches. Well, while I was setting that sailor on her head, I said—I just *had* to know—

"Madame Perer, would you *mind* telling me *where* you got the hair-cut?

"She gave me Mr. Paschkes' name! And I went right over, and I sent all of my favourite customers right over. And my best model."

WE looked up Mr. Paschkes in the telephone book and went right over ourselves. "The idea," said Mr. Paschkes, "when you come out of a hair-dresser's, is not to look as if you had been by the hair-dresser, but to look as if you could handle the hair yourself. Madame, may I do now your hair?"

He begins by cutting the hair three and a half inches all over. Then he makes the permanent "who keeps the hair in the right place." Then he gives it the proper cut, which has the look of being cropped about two and a half inches, then he brushes it all up and rolls it into curls on the top. (Cont'd on page 125)

DON'T DELAY—GET REUTER'S SOAP TODAY!
At Leading Drug and Department Stores.

MAIL THIS COUPON FOR FREE SAMPLE
Lanman & Kemp-Barclay & Co. Inc.
135 Water Street, New York, N. Y.
Please send me free sample of Reuter's, the soap that glamorous women rely on.
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VANDERBILT HOUSE: SYMBOL OF AN ERA

For every New Yorker by birth or adoption, November 15 Vogue is on the "must-read" list. Here, Frank Crowninshield turns historian, to write the romantic saga of sixty years of Gotham society which revolved around the Vanderbilt family. 22 pages of delightful reading, with 11 colour photographs of house.

November 15 VOGUE, at Your Newsstand Nov. 11

FOR many years, the tedious, old-fashioned coloring methods were woman's only aid to attractive hair—but now scientific progress makes available the Rap-I-Dol secret modern shampoo oil tint method; so complete that in one swift, pleasant treatment it shampoos—reconditions and tints, dull, drab, gray-flecked hair to just the shade desired. Rap-I-Dol not only tints the fine gray hair shaft inside permanently; but glorifies the outside with vibrant highlights.

Your favorite hairdresser has modern Rap-I-Dol in eighteen glorious, natural-looking shades, from Golden Blonde to Raven Black, all contained in the Rap-I-Dol Tint Tray. Look for it and choose your shade with the aid of the Rap-I-Dol Comparison Chart—you'll thrill to the youthful appearance the Rap-I-Dol method will impart to your hair.

Caution: Use only as directed on label.

FREE: *Literature "The Color of your Hair." Write Rap-I-Dol, Dept. V, New York City.*

RAP-I-DOL
THE 4 **** STAR
Reg. U. S. Pat. Off.
SHAMPOO OIL TINT
NEW YORK CITY

Vogue's 7th Prix de Paris

CONTEST RULES

Here's your chance to step straight from college into a career! First prize in Vogue's Prix de Paris is a year's position on Vogue's fashion staff. Second prize is six months as a feature writer. Cash prizes will be awarded for the five best articles submitted. In addition, Honourable Mentions will be awarded to contestants whose papers show unusual merit. Enter the contest today!

1. Each entrant must be a member of the graduating class of 1942 in a United States college or university which grants a recognized A.B. or B.S. degree.

2. Each entrant must fill out an entrance blank. These blanks may be mailed immediately, or with the answers to the first quiz, not later than November 20th. It is not necessary to be a subscriber to Vogue to enter the contest.

3. The contest will consist of two parts: first, a series of 4 quizzes to be answered by all entrants; second, an article which only those entrants who receive passing marks on the 4 quizzes are eligible to submit.

4. Each quiz will consist of 8 questions from which the entrant may select 4 to answer. Of these 8 questions, 4 will be based on fashion features, and 4 on non-fashion features, such as music, art, literature, theatre, etc.

5. The first quiz of the series, based on the October 1st and 15th issues, will be published in the November 1st issue of Vogue. The succeeding quizzes will appear in the issues of December 1, January 1 and March 1. Save your copies of Vogue until the end of the contest; you will need them for reference.

6. Answers to each quiz must be mailed on or before the 20th of the month in which the quiz appears.

7. Papers will be graded on these points:
(a) Clear and vivid writing
(b) Originality of ideas
(c) Fashion knowledge derived from a study of Vogue
(d) General information

8. Entrants will be required to send answers to all 4 quizzes. Only those who receive passing marks in the quizzes will be eligible to submit an article in competition for the major prizes and Honourable Mentions. Entrants will be notified on or before April 1st if they are eligible to submit an article.

9. Subjects for articles will be announced in the March 15 and April 1 issues. Articles must not exceed 1500 words and must be mailed not later than April 20th.

10. All quiz papers and articles must be typewritten in double space on one side of the page. The name and college of the contestant must appear on every page. Papers will not be returned at the end of the contest.

11. The judges of the contest will be the Editors of Vogue. Their decision will be final.

12. The winners of the Prix de Paris will be announced on or about June 1, 1942.

Vogue's Prix de Paris, 420 Lexington Ave., N. Y.

Please enroll my name as an entrant in Vogue's 7th Prix de Paris contest.

NAME_____

COLLEGE ADDRESS_____

HOME ADDRESS_____

CITY_____ STATE_____

V-11-1-41

BOOKLETS *for the asking*

To simplify your shopping and learn more about many products advertised in Vogue, write to the addresses listed below for these booklets. All are free unless otherwise indicated.

BEAUTY

CUTEX
has a booklet with detailed instructions for the Cutex standard manicure method. A summary comes first with the seven basic rules, then a more complete description, and finally a list of the fourteen Cutex shades and a chart of rules for highlighting your costume or complexion. Northam Warren Corp., Dept. V, 191 Hudson St., New York City.

BEAUTIFUL HANDS
outlines the authentic Peggy Sage manicure method that you may follow at home. Peggy Sage, Inc., Department V, 50 East 57 Street, New York, New York.

MILKMAID BEAUTY PREPARATIONS,
made of 80% milk, are described in a charming little booklet which explains why milk has always been a complexion aid, and how the Milkmaid preparations should be used. Write to: Milkmaid, Inc., Dept. V, 630 5th Ave., New York City.

ANY WOMAN CAN LOOK LOVELIER
gives Barbara Gould's simplified treatments for making your skin lovelier and for applying make-up correctly. Barbara Gould, Dept. V, 35 West 34 Street, New York City.

SUCCESS SCHOOL
Richard Hudnut has published an attractive booklet on its well-known "Success School," describing the make-up and figure correction courses, offered with tuition rates for specific courses. Detailed case histories tell the story of the "before" and "after" girls. Write to Richard Hudnut DuBarry Salon, 693 Fifth Avenue, N. Y.

LENTHÉRIC
have a series of gay little booklets on their various products. There is one for confetti perfume, appropriately illustrated, one on Bouquet Lenthéric, a daytime fragrance, one on toilet requisites for men, and still another on "Pink Party" beauty preparations and cosmetics for the young girl. Lenthéric, Dept. V, 761 5th Ave., N. Y.

THE BEGINNING OF BEAUTY
by Frances Denney describes the simple, basic essentials of all beauty—nightly treatments with creams, bath preparations and a few rules for successful make-up, including eye make-up. Write to Frances Denney, Dept. V, 610 5th Ave., N. Y.

WINGS TO BEAUTY
Here is a 1941 edition of Jacqueline Cochran's popular beauty booklet. Special attention is given to specific treatments for specific complexion problems; and a large section is devoted to cleansing preparations and how to use them. Jacqueline Cochran, Dept. V, Roselle, N. J.

THE CALL TO PERFECTION
by Elizabeth Arden, is a reprint in booklet form of Miss Arden's speech of last autumn to the Women's Institutes of Duluth and St. Paul. In it she gives her definition of beauty, her formula for success, and her own story of what she has been trying to build up in her salons. Elizabeth Arden, Dept. V, 681 Fifth Avenue, New York City.

TUSSY
have a little booklet on their creams and cosmetics, giving the prices of each item, the colours in which the cosmetics come, and a brief description of their different preparations. Tussy Cosmetiques, Dept. V, 683 Fifth Avenue, New York.

BEAUTY FOR YOU
by Helena Rubinstein is an extremely helpful booklet on skin care and make-up, beginning with soap and water treatments for your complexion. A make-up chart for glamourous make-up shows you how to choose powder and rouge to blend with your own skin tones. Helena Rubinstein, Dept. V, 715 5th Ave., New York City.

GUIDEPOSTS TO SKIN BEAUTY
is Pond's handbook of skin care based on good health, daily skin care, careful make-up and a home beauty ritual. A brief history of Pond's preparations and a description of what each will do for you add interest. Pond's Extract Co., Dept. V, Clinton, Conn.

GIFTS

ROBERT W. KELLOGG COMPANY
issues "Gifts 1941", a catalogue of unusual gifts calculated to make your reputation as a giver of something useful, exciting, different. It lists everything from miniature cups and saucers and fishermen's barometers to marionettes and goat bells from the French Basque Country—something to use, and wear, and enjoy. Robert W. Kellogg Co., 75 Hillman Street, Springfield, Mass.

DANIEL LOW
has a new gift catalogue, the annual book of gift suggestions by this famous New England firm which has been in business for 75 years! They have sold by mail since 1890. The new catalogue contains hundreds of unusual gift ideas—novelties and presents to delight everyone on your list. Unique gifts are shown in all price ranges, and there is a wide assortment of types from which to select. Daniel Low & Co., 215 Essex Street, Salem, Massachusetts.

GIFT HINTS
by S. Kind & Sons has a large selection of jewellery and silverware gift suggestions in a wide price range. S. Kind & Sons, Dept. V, Chestnut St. at Broad, Philadelphia, Pa.

TRAVEL

THE BARBIZON
for young women is attractively described in a new booklet that shows its library, recital room, swimming pool and terrace. A map in the front demonstrates its convenient location The Barbizon, Booklet V, Lexington Ave. at 63, N. Y. C.

THE ST. REGIS
agrees that there is no place like home, but that at times un-homelike features are welcome. Many of these luxurious changes are described in an attractive illustrated booklet, but many more cannot be shown, for they are the behind-the-scenes activities of this fine hotel that anticipates your wishes and fills your needs. The St. Regis, Dept. V, Fifth Avenue at Fifty-Fifth Street, New York City.

THE LANDS OF THE SOUTH SEAS
is the Matson Line's handsome booklet on Hawaii, Samoa, Fiji, New Zealand and Australia. Beautifully illustrated with photographs and colored sketches, the booklet traces the course of a Matson Liner through the South Pacific. Matson Navigation Company, Dept. V, 215 Market Street, San Francisco, California.

SOUTH AMERICAN CRUISES
on the ships of the Good Neighbor fleet are described in a charming new folder. For your convenience there are also itineraries of the cruises, deck plans and rates. Moore-McCormack Lines, Dept. V, 5 Broadway, New York.

SCHOOLS

VOGUE'S SCHOOL DIRECTORY
offers a selective list of private schools for boys and girls and vocational schools for adults, together with a page of helpful suggestions on how to go about choosing a school which will meet individual requirements. Vogue's School Bureau, Dept. 12, 420 Lexington Avenue, New York, N. Y.

HOUSEHOLD

HOW TO JUDGE BLANKETS
is the title of the St. Mary's Woolen Company's useful little booklet on what to look for when purchasing blankets, illustrated with pictures of their own beautiful ones. The laundering instructions in the back are unusually complete. St. Mary's Woolen Mfg. Co., Dept. W-8, St. Mary's, Ohio.

BEFORE DINNER AND AFTER,
an attractive, colourful booklet, describes the double life of Hiram Walker's fine, domestic liqueurs—as ingredients in cocktails, and as after-dinner cordials. Write to Hiram Walker & Sons, Inc., Dept. V, 630 5th Ave., New York City.

A WET COMB THROUGH YOUR HAIR

(Continued from page 123)

After that he doesn't want to see you for a fortnight. He does want you to brush your crop every day, and swirl it with a wet comb, and make a few curls yourself—just wrapped around the finger and fixed briefly with crossed hairpins where they'll do the most good. At the end of two weeks, he is waiting to give you an oil treatment with vibrator, a three-lather shampoo, a razor trim while the hair is still wet, and a little discipline with your fortnightly set.

"Important is," as Mr. Paschkes puts it, "to be well-groomed."

CONDITION is everything, now. The young sense it and show off. The young with their live, shining hair. Being naturally conservative, they still have it long. But natural. They make a permanent-waver raise his right hand and swear that he won't give them more than a minute and a half. Ninety seconds. Only on the ends.

And what uneasiness, what curiosity already, about the three-inch cut. Wet combs will be running through Vassar by Christmas.

Upkeep for the wet-comb hair-cut:

Brush the hair hard every day. Hang out the window to brush it in the sun, and cherish your own oil—dear old Mother Nature.

Dry hair goes under nothing hotter than the autumn or winter sun. Shampoo once a week with very hot water. Go regularly to the hair-dresser for shaping.

If the hair is grey, what of it? Beware only of the ugly speckle; and till it's good and grey, keep on tinting it. Use a pale lavender rinse for a blend.

If you use side-combs, run them smoothly upside down through the hair and turn them over to fasten.

Ask your hair-dresser to give you one of his training nets and keep it on your sprinkled hair while you're dressing in the morning.

And brush up!

SURFACE BEAUTY

(Continued from page 122)

protect your skin from the terrific dirt of city life, the wind-sun-and-raw-elements of country life. There are lubricating foundation creams which are heavenly for dry skin, because they soften as well as protect. An oily skin can stand a drying foundation lotion with powder in it.

Your foundation is your most individual make-up problem, for upon it the success or failure of your whole make-up depends. Experiment until you find a foundation that gives you a natural look, yet reasonably flatters your skin. There is a solid type of foundation that you apply with a damp sponge; it covers any little blemishes and gives you a glamorous look for evening, or for photographs. It's more than a foundation, really—it's your all-over make-up, because it leaves your face with a luminous powdered effect.

THE busier your life, the more important it is to keep your skin in perfect condition, and give it no chance to become a problem. A few minutes of intelligent care, night and morning, will be enough—if you understand what care your skin best responds to.

Don't go through life making excuses for your skin. Don't give people cause to say, "How pretty she would be, if only she knew how to make up." Seek out advice, if you need it...and don't seek it from your best friend, either. Rather, go to the best beauty consultant you can find.

"I WAS JUST SAYING, GRANNY, HER NEW POND'S 'LIPS' STAY ON LONGER!"

2 BIG sizes 49¢, 10¢

Yes, little Miss Snoopy—Pond's "Lips" *do* stay on longer—*noticeably!* That's probably the #**1** reason why—in one short year—not thousands but *millions* of wise girls have switched to this come-hithery new lipstick! Good reason #**2**—Pond's "Lips" come in 5 completely delicious "Stagline" shades. And clinch-the-bargain reason #**3**—Pond's "Lips" are a super-smart "buy"! Such a grand, big, *good* lipstick for only 49¢—or even 10¢!

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STOPS *under-arm* PERSPIRATION

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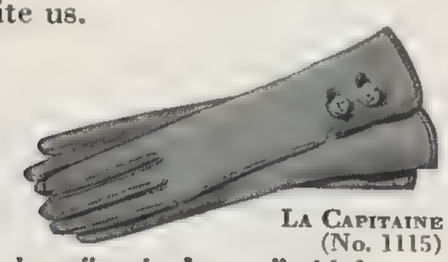
ARRID

Mae Leslie, American Airline stewardess, smartens her salute with Sendra's "La Capitaine".

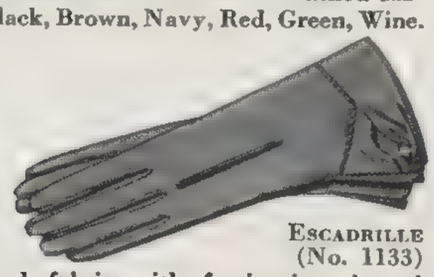
Sendra

Interprets the MOTIF MILITAIRE in gloves for Every Occasion

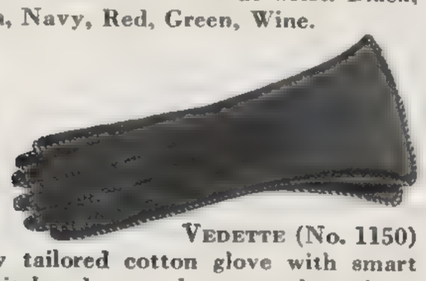
Salute! And, of course, those graceful hands will be gloved with chic La Capitaine, or Vedette, or Escadrille, depending on the occasion. For Sendra has captured the season's smartest military note to win Milady's favor overwhelmingly. Where you expect them, of course, at the best shops—but most modestly priced for such unusual styling and quality. If your favorite store can't supply you write us.



La Capitaine (No. 1115)
Two brass "service buttons" with buttonholes fasten the slash wrist. Brushed fabric. Black, Brown, Navy, Red, Green, Wine.



Escadrille (No. 1133)
Brushed fabric with fascinating draped treatment and metal link at wrist. Black, Brown, Navy, Red, Green, Wine.



Vedette (No. 1150)
Trimly tailored cotton glove with smart whipstitch edges and seams throughout (contrast or self stitch). Black, Brown, White.

Eisendrath Glove Co.
2001 Elston Avenue, Chicago

BEAUTY IS FASTIDIOUS

Pretty is as pretty does. Sometimes the sins of omission in beauty are worse than the sins of commission. Therefore, these reminders to help you keep that fastidious kind of beauty.

Brush Up On Your Skin

Paradoxically, one way to achieve a delicate-looking skin is to treat it roughly—but rightly. Friction does the trick. Brush, brush, brush—with a complexion brush, a big body brush, a small one to scrub toes and hands. Or rub yourself with the new soap, in cream form. It has calcium granules in it, so that it smoothes away roughness, gives you a mild massage. Rinse it off—and see how your skin glows, seems to be finer than ever in texture.

As complement to these stimulating treatments, add some gentle ones. Bath salts—not only because they're such pleasant addenda, but also for the very practical reason that they soften the water. Bath oil—again for pleasure, again for practicality. Especially in winter, the oils of your skin need supplementing. Bubble baths—to make your skin feel tingly and alive.

Hair That's a Handicap

Probably you're above reproach about "extra hair," in summer. But check up on yourself come winter. Are you just as faithful about using a depilatory regularly? There are dozens that deal very efficiently with light fuzz on arms or legs. Or you may prefer that special soft stone that gently rubs hair away.

For more stubborn cases, wax is the answer. One cream-wax, taken from an old Turkish formula, has honey in it. You apply a thin coat of wax, press on a strip of muslin—and in fifteen minutes arms and/or legs are smooth. (This can be used under arms and on face, but don't try it yourself for those spots—let a skilled beauty operator do it.)

Electrolysis, of course, does the most long-lasting job. But don't run the risk of going to any but the best of specialists.

Very Personal

Deodorants and anti-perspirants should have as important a place on your bathroom shelf as toothpaste. And should be used just as faithfully. (Men please copy.) An ounce of prevention being worth a pound of cure, you might try a definite and specific program like this. Use a good anti-perspirant twice a week (before going to bed, say). Supplement this with a liquid, cream or powder deodorant after *every* bath or shower. You may like one of those liquid deodorants with a quiet fragrance that makes them part of the fourth dimension of beauty (see page 70).

An integral part of fresh, sweet beauty is a fresh, sweet breath. Here again, if you have a routine to follow automatically and invariably, you've good insurance. Brushing your teeth, seeing your dentist are elementary. In addition, you'll use dental floss once a day. And a mouth wash at least once each day. There are new mouth washes much like the famous "Dr. Pierre's" that everyone used to bring back from Paris. They're strong enough so that a few drops in a glass of water produce a refreshing rinse or gargle. Another simple mouth wash is a mixture of milk of magnesia and water.

Topping It Off

Vanity makes most women have their hair washed and set fairly regularly. But don't fall into the trap of thinking your duty to hair beauty has ended there. Brush it every day (need we say?). Brushing won't spoil your wave, will make it look prettier if you brush with the wave. You might ask your hair-dresser to show you just how. A good tonic used between shampoos will keep that freshly washed, clean look. Note to city-dwellers: You'll need more shampoos than your country cousins.

With the new trend towards natural make-up, the new trend towards neat-looking hair, a good permanent, a natural-looking permanent is more important than ever. Work out your new winter coiffure with your hair-dresser before you have your permanent, so that he can shape it correctly and decide just how much wave you need. Oil shampoos both before and after your permanent prevent dryness and contribute towards sleekness.

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NU-GO *Sandal Exercisers are made with a flexible uppersole, and polished wood undersole. Red and blue leather straps.* $4.50

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ARISTO-CATS

By Mildred Kenney Rost

HOUSED in temples, caged in golden cages, fed the food of kings, worshiped by good Buddhists, the sacred cat of Siam is without doubt the "aristo-cat" of the feline world. Incidentally, they may well head the list of desirable house pets.

Legend says that every true Siamese cat bears the mark of a god's hand upon his neck, since "once upon a time" one of these favourites of the gods was picked up by the scruff of the neck by a god with dirty hands. There is very little known about where the Siamese cat really acquired its peculiar markings or where it came from, except that it is a native of Siam.

In Siam, there were originally three types of cats—the sacred, the royal, and the street cat. In the many centuries of their domestication, however, the line of demarcation has been obliterated. The three strains have been interbred until there is really no way to distinguish them. The cats have always been the favourites of kings of Siam, who frequently conferred them as favours upon their subjects.

Siamese cats are comparatively new to the Western world. England has had them for about twenty-five years. During the Boxer Rebellion in China, a British officer succeeded, at the risk of his life, in getting two of the cats to England. As far as is known these were the first sacred cats to be imported, and from them has come the present strain of Siamese cats.

The Siamese cat has been known in the United States for a number of years, but has been raised here extensively for not more than six or so. In fact, the Siamese Cat Society of America, now a vigorous, growing organization, has been holding regular meetings for only about three years.

THE show standard for the Siamese cat as set by the Siamese Cat Society of America requires an even, pale fawn colour; seal-brown mask; ears, legs, and tail sharply defined against the fawn; clear, bright, deep blue eyes, Oriental in shape, slanting toward the nose; head long, well-proportioned, wide between the eyes; body long, medium in size, muscular; legs slim, hind legs slightly higher than the front legs; feet small and oval; tail long and tapering, either straight or slightly kinked at or near the extremity; fur very short and fine, glossy and close lying.

The Blue Point Siamese was originally a sport; i.e.: a colour variation appearing now and then, but recently a blue strain of these cats has been developed. The colour of the Blue Point is a pale, even blue, or cream with dark blue markings in place of the seal-brown. They are very beautiful and ethereal looking, with their blue eyes and coats, but perhaps not as striking in appearance as the seal points.

Siamese cats are very intelligent and easily trained. They are good fighters, killing snakes and rodents unaided, and subduing dogs of their own size, yet they are the gentlest of pets and not too aggressive in their fighting. They are curious and full of fun, very affectionate and devoted to their friends and owners, although they do take violent likes and dislikes to people for no apparent reason. The Siamese male loves his kittens, plays with them, protects them, teaches them house manners, and keeps them clean, while the mother only feeds them, unless, of course, the male is away. Then she becomes a very good and devoted mother. There are many anecdotes to prove such devotion.

Kittens require a diet of such vitamin-giving foods as liver, condensed milk, ground raw beef, and salmon, with the addition of vitamins in the form of cod liver oil, brewer's yeast, also calcium and tomato-juice. The cats are not really delicate, and after three months may be fed like any other cat. With reasonable care, they live to be fourteen or fifteen years old, and more beautiful, intelligent, or affectionate pets would be hard to find. Siamese owners seem to agree that the virtues of the holy cat of Siam can not be adequately summed up on paper. As one said, "You just have to live with a Siamese every day really to appreciate it." In ancient days, the Siamese cat was and undoubtedly is to-day truly a cat "fit for a king"...the aristo-cat of catdom.

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SENIORS! The contest will consist of 8 photographic problems. First entries based on the problems below should be mailed not later than November 20th. All material must be addressed to: Vogue's Photographic Contest, 420 Lexington Ave., New York City.

PROBLEM NO. 1: Send us the best photograph you have ever taken. You may send any kind of photograph (a portrait, a landscape, a building, a still life, an action snapshot, etc.) provided, in your opinion, it is the best thing you have ever done. On the back of photograph state your reasons for this selection in not over 50 words.

PROBLEM NO. 2: Take a photograph which, in your opinion, gives a vivid impression of your home, your town, or your college. Express the physical conditions, atmosphere and character as well as it is possible in one photograph.

For both of these problems you may submit any kind of a print or enlargement (large or small, glossy or matte, mounted or not).

For Problem #1, send only one picture.

For Problem #2 you may submit as many as three photographs; but in the latter case mark on the back your first, second and third choice.

Write your name and address on the back of all photographs, as well as a full technical description of the conditions under which the photographs were taken—camera, film, lens opening, shutter speed, filter, etc.

VOGUE'S PHOTOGRAPHIC CONTEST
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Please send me the entry blank and questionnaire which I must fill out in order to enter Vogue's Photographic Contest.

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VOGUE COVERS THE TOWN

Tavern in the woods

Though automobiles crowd its courtyard, the little Bird and Bottle Inn, up near Peekskill, goes along in much the same mannered way as when it was built in 1741. (There is no tea-roomy atmosphere here, however, no shade of Hokinson ladies.) This was a tavern in the eighteenth century, and it still is one, in addition to being a perfect little period piece.

The house is low, pillared and gracious. The furniture and all the accoutrements are of the era, or are exact reproductions. The place is run by a young couple with the hearts of perfectionists. No Bird and Bottle bartender would dream of putting fruit in an Old-fashioned. No dish here is ever rushed; in fact, you are warned that it will take a half-hour to prepare dinner, unless, of course, you happened to order in advance. And you are urged to choose your wine when ordering dinner, so that the white wine has time to chill, red wine to breathe.

Bird and Bottle specialties are game, Aberdeen Angus steaks, and all kinds of Creole cooking. The place is staffed with Negro servants, and the cook, Lena, a mammoth coloured woman from New Orleans, makes gumbos that are something out of this Yankee world.

Incidentally, the place stays open all winter. It's in lovely country, a perfect spot to spend a week-end. (The Inn has four eighteenth-century bedrooms, with twentieth-century connecting bathrooms.)

P. S. In the evenings at closing time, you'll hear the bartender call out "mind your p's and q's, gentlemen." This is the old Colonial abbreviation for pints and quarts—it's time for that last nightcap, that last drink for the road. Could be.

Silken boîte

Looking like the tent of some Tartar prince, the Maisonette of the St. Regis has probably opened by now. It's been done in the moody colours of Bakst, bringing back memories of the lovely old Scheherazade in Paris.

The chief glories, of course, are its super dramatic, flaming *shashlik*, its tzigane orchestra, the high Russian singing, and gipsy dancing. Once again, the Maisonette has those flashing pre-theatre dinners, designed to get you out quickly; those lingering after-theatre suppers, designed to break down early curfew resolutions.

Primitive art

African fetishes and African masks are now being exhibited at the McMillen Gallery, 148 East Fifty-Fifth Street. These beautiful examples of Africana are part of Frank Crowninshield's collection—one of the most famous in the country.

These strange carvings were mostly done in wood by the medicine-men of the Ivory Coast, the Congo, Sudan, and Cameroon. It is interesting to note the strong resemblance these primitive pieces have to figures found in the tombs of Egypt. They seem to form a link between that distant past and the present, for surely these same masks have greatly influenced our modern artists, Picasso, Matisse, and Modigliani.

P. S. At the same time, and at the same gallery, there is also a show of interesting and provocative paintings by contemporary Negro artists.

Skater's delight

Dorothy Lewis, skating ballerina, appears in the Iridium Room's new show, "Adventures on Ice." Her fellow adventurers are four anonymous skating beauties, and Duffey and Tobin, two rakish Irish gallants.

The St. Regis ice-floor rolls in and out, with its customary now-you-see-it-now-you-don't nonchalance, and Hal Saunders' music is as waltzable this year as ever.

For the benefit of.....

Those famous Bagby concerts that were started in the 'Nineties (by the late Albert Bagby) are still going on. This year, known as the Musical Monday Mornings, they are at the Waldorf-Astoria, and are all for the benefit of the Musicians Emergency Relief Fund. (This is Mrs. Lytle Hull's favourite cause.)

The first one will be on November 10, with Jarmila Novatna and Albert Spaulding. They will be followed in the four later concerts by Artur Rubinstein, Lotte Lehmann, and others....

...A pound of hard candy for the blitzed babies of England—that's what the British War Relief Society would like all of us to send. This Christmas, the second of the war for the children of England, will be harder than ever—especially for those little ones, evacuated exiles, living with strangers.

To give them some gaiety, special packages of toys and games and, best of all, candy are going across the ocean. The packages only cost one dollar, and the British War Relief Society would like all orders to be placed as soon as possible.

Patisserie

The incredibly tiny Maison Louis de Lyon, at 137½ East Fifty-Sixth Street, is a place to know about, particularly if your idea of a perfect luncheon is a really good omelette and a green salad. These are the specialties of Madame Romaine, the *propriétaire*. You've never tasted anything better than her *Omelette Lyonnaisse*—omelette with onions—or her sorrel omelette.

This place is also a pastry shop, where you can buy fruit tarts, *babas*, and heavenly brioches and croissants. Madame also puts up some amazing vegetable preserves; a preserve of *petits pois*—faintly flavoured with mint—perfect to serve with lamb. And there is a potato preserve, that, believe it or not, tastes exactly like a *purée of marrons glacé*. "FLANEUR"

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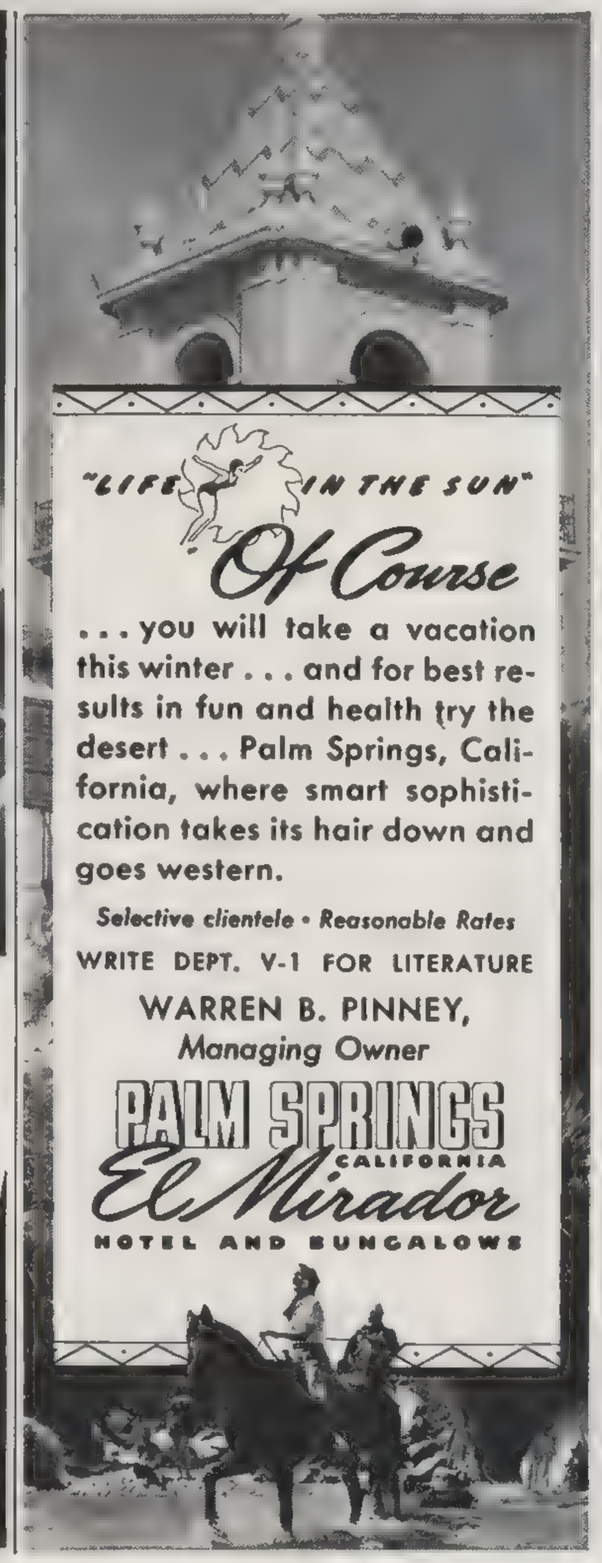

ANOTHER

By Virginia

SEVERAL months ago, Vogue published an excellent article addressed to those fortunate—or unfortunate, depending upon your point of view—females, about to become part of the Army. Advice, in other words, to those lovelorn lasses so blinded by Cupid's unerring dart that their faltering way to the altar might need a helping hand in practical matters. Understand, I cast no reflections upon Miss Phinney's conception of the "Army Wife—What She Should Know." It is, in fact, an invaluable guide to the life, customs, proper clothes, and accoutrements necessary for a successful début into the Army.

My point is that Miss Phinney's Army is no more—at least, for the duration. The changes wrought by the introduction of a million and a half enlisted men and a hundred thousand officers, many of them complete with families, have altered the Old Army.

We have now a Civilian Army, and very fine it is. Only, it is different. To one who was part of the old and is now part of the new, the changes are startling—and in some cases for the better.

Although the same conditions apply at posts all over the country, let us take, for instance, Fort Bragg, in North Carolina. Situated near the small town of Fayetteville, a matter of some 16,000 souls, Bragg was, two years ago, a smallish post of less than 200 officers, most of them with families. There were quarters for everyone on the reservation, some good and some not so good; maids were untrained, inexperienced, but plentiful and cheap. In order to lure one into your kitchen, you did not apply to an employment agency, because there was none (and the word "references" left them blankly staring); you simply passed the word around among your friends; and lo and behold, one morning at the ghastly hour of seven, a ring at the back doorbell announced the arrival of a sheepish, embarrassed handmaiden, whom you hired simply on looks and intuition—or didn't.

IN those days, the bride was invariably greeted by the doubtful pleasure of a caisson ride, duly entertained by every member of her husband's regiment, and spent her first few weeks attempting to return the calls of the friendly and the curious.

Life was simple, and not far different from that of the average young suburban matron; the clothes about the same; plenty of sports clothes, sweaters and skirts, a good many evening dresses, and not much in between. The weekly dances at the Officers' Club were the high point of the week, and a boon to the hostess who wondered what to do with her dinner guests after feeding. For the rest, innumerable large- and small-scale picnics, and as much golf or bridge as one desired.

Informality prevailed, everyone knew everyone else, and a morning's shopping tour of the Post Exchange—or local market—

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ARMY WIFE

Parrott Coburn

usually resulted in a round of Coca-Colas, combined with the latest gossip, and interspersed with hellos to all the other customers. Week-ends were gay, with small dinners or large regimental affairs, parties at which newcomers were the centre of attraction. The life of an Army post was not so very different from your own, despite the prevailing opinion—which I have all my life encountered—that we come from a different planet.

But now! The little town nearby has more than doubled in size. Since obviously housing for 200 could not be stretched to include two thousand, the reserve officers—as well as many regulars—are forced to find roofs in town, a town which was not prepared to take care of them. As a result, rents have gone sky-high, and many enterprising citizens have thrown up cheap little houses which they, if possible, *sell* rather than rent.

Most of the younger officers with wives and possibly children find themselves forced to pay more than twice their rental allowance from the Government, which does not include heat, light, or other necessities. Many of them have bought houses, assisted by the Home Owners' Loan, with the hope of renting or selling after the emergency is over. At this post, some brave souls have even taken to trailers! And the late-comers are thankful to find a shack in some small village fifty miles hence.

Maids are difficult to find, since the demand exceeds the supply; food has gone up; and the young officer with a bride and little or no outside income finds it difficult to get along.

Naturally, with such rapid expansion, the spirit of camaraderie has, to a large extent, been submerged. No one any longer attempts to call on all the newcomers, and with many people forced to live forty or fifty miles away, it's well nigh impossible. A regimental party means scores of new faces, people are more apt to gather in tight little cliques, and a bride will find the same conditions that she would in a strange city. Gone is the welcoming caisson ride and subsequent warm reception. Entertainment is reduced to enormous cocktail parties, or dinner-parties for three or four intimates.

The clothes situation remains about the same. Plenty of sports clothes, a light and a heavy tweed sports coat, one or two afternoon dresses; and since the bride will not be extensively entertained as of yore, two or three dinner-dresses and one evening-dress should suffice. If she is going to be at one of the many Southern posts, she will not need a fur coat; in fact, it might well be a liability, because of the constant imminence of a change of station, storage difficulties, and the fact that it will probably be out of style before she has much opportunity to wear it.

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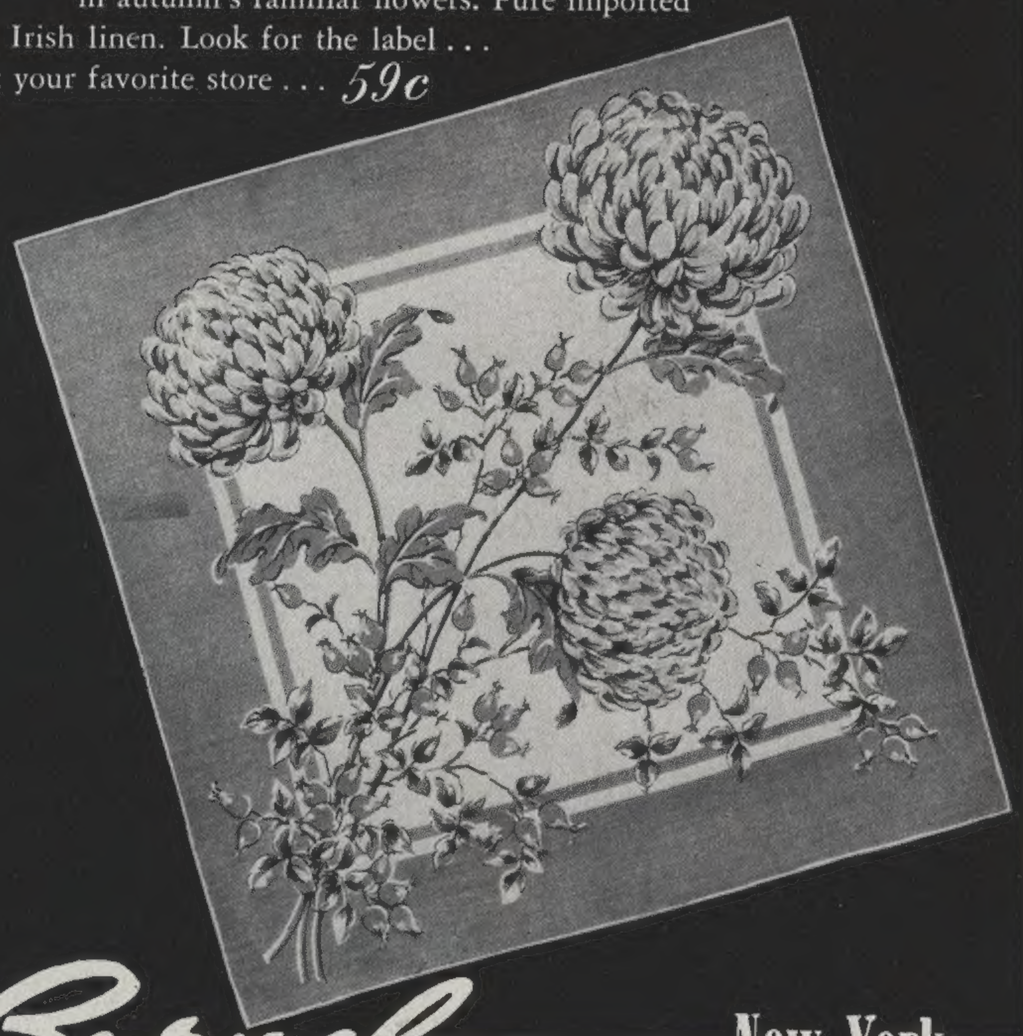

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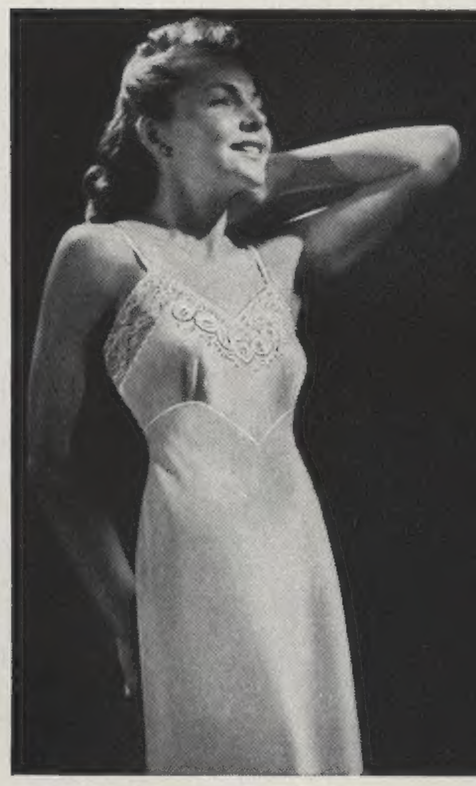

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Leslie Morris

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AT LEFT, a distinctive Leslie Morris silhouette of flame-blue velvet . . . diaphanous star-studded veil. Prominent among designers who are making America the source of fashion, Leslie Morris says: "Like so many American women, I find it's more fun to smoke Camels. They're grand-tasting—just couldn't be nicer!"

AT RIGHT, baroque evening gown from the Leslie Morris winter collection at Bergdorf Goodman. White slipper satin appliquéd with velvet scrolls . . . inspired by the ruby-and-diamond shoulder clip.

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